

AR30

Ogilvy & Mather

International Inc., Advertising

ANNUAL REPORT 1976

JOHN ELLIOTT, JR.
CHAIRMAN

OGILVY & MATHER INTERNATIONAL INC.
ADVERTISING

2 EAST 48TH STREET
NEW YORK 10017
(212) MURRAY HILL 8-6100

Ogilvy & Mather International Inc.

Comparative highlights:

	<u>1976</u>	<u>1975</u>	<u>% Change</u>
Revenues.	\$112,226,000	\$98,229,000	+14.2
Income before extraordinary credits	\$ 7,428,000	\$ 5,379,000	+38.1
Extraordinary credits	\$ 308,000	\$ 329,000	- 6.4
Net income.	\$ 7,736,000	\$ 5,708,000	+35.5
Working capital	\$ 26,910,000	\$21,907,000	+22.8
Stockholders' equity	\$ 38,672,000	\$32,689,000	+18.3
Outstanding common shares at year end.	1,830,000	1,813,000	+ 0.9
Common share data:			
Primary earnings per share:			
Income before extraordinary credits	\$ 4.01	\$ 2.96	+35.5
Extraordinary credits17	.18	- 5.6
Net income.	<u>\$ 4.18</u>	<u>\$ 3.14</u>	+33.1
Fully diluted earnings per share:			
Income before extraordinary credits	\$ 3.93	\$ 2.92	+34.6
Extraordinary credits16	.18	-11.1
Net income.	<u>\$ 4.09</u>	<u>\$ 3.10</u>	+31.9
Stockholders' equity per share	<u>\$21.13</u>	<u>\$18.03</u>	+17.2
Cash dividends:			
1st Quarter	\$.29	\$.25	
2nd Quarter29	.25	
3rd Quarter29	.25	
4th Quarter29	.25	
Total	<u>\$ 1.16</u>	<u>\$ 1.00</u>	+16.0
Over-the-counter bid price range:			
1st Quarter-High.	\$25¼	\$20½	
1st Quarter-Low	17	11½	
2nd Quarter-High.	27½	23½	
2nd Quarter-Low	24¼	19¼	
3rd Quarter-High	26¾	20½	
3rd Quarter-Low	24½	16	
4th Quarter-High	31¾	20¼	
4th Quarter-Low	24¾	16	



John Elliott, Jr.
Chairman

Dear Stockholder,

We had a whacking good year, as well we should have. Most advertising agencies did. More than ninety percent of the larger U.S. agencies had higher profits in 1976 than in 1975. However, Ogilvy & Mather's performance was especially good.

In 1976, our revenues increased 14.2 percent. Our net income increased 35.5 percent, from \$5,708,000 to \$7,736,000. Earnings per share increased 33.1 percent, from \$3.14 to \$4.18.

We can now look back on ten years as a publicly owned company. Revenues and profits have increased every year, in good times and in bad. Between 1966 and 1976, our revenues grew at a compound annual rate of 15.2 percent, and profits at a rate of 18.3 percent.

We have always been optimistic about our future, but frankly this record has somewhat exceeded my expectations.

In January 1977, we increased our annual dividend rate from \$1.16 to \$1.40 — an increase of 20.7 percent. We have increased the dividend every year, our policy being to pay out in dividends about one third of the previous year's earnings.

Our growth in 1976 came principally from the United States, with good increases from Brazil, Canada, West Germany, Southeast Asia, Australia and New Zealand.

Ogilvy & Mather is now fifth among U.S. advertising agencies in worldwide revenues. We're getting there.

For years we have said that we do not believe in diversifying outside our field of expertise — advertising. For years we have said that *advertising* is a good investment. Over the past year, we practiced what



David Ogilvy
Creative Head, International

we've preached; we made substantial further investments in the advertising business:

- We acquired two first-rate agencies in the United States.
- We opened offices in Chicago and San Francisco.
- We opened a small second agency in New York.
- We formed a new Direct Response company.

Details are in the main body of this Report, but I would like to make the point that we expect to finance these activities virtually entirely out of earnings.

Even without these moves, 1977 would be another record year for Ogilvy & Mather; with them, it will be still better.

One of the happiest events of our year was the election of our Founder and International Creative Head, David Ogilvy, to the Advertising Hall of Fame.

There are only six living members, and David is the "first foreign devil," in his phrase, to be elected. His citation described him first as a "teacher." This was a shrewd appraisal.

At Ogilvy & Mather, we believe in teaching. We now have 4,600 employees in 64 offices in 28 countries. Our continued success depends on how professional they are — how well they learn their trade.

We have accumulated a unique body of knowledge about how to create advertising that sells, and how to run an advertising agency. It is based on millions of dollars' worth of research and hundreds of man-years of experience.

It is the keystone of the many training programs which we conduct every year, domestically and internationally.

Our International Creative Council, comprised of our top creative people with David Ogilvy as their Chairman, reviews all our advertising twice a year. Thousands of advertisements and commercials. The Council's critiques raise the sights of our copywriters, art directors and producers from Toronto to Rio, from Oslo to Bombay. Teaching again.

Our objective is to provide the same high standard of service in every country in which we operate. Easier said than done, but we are making progress.

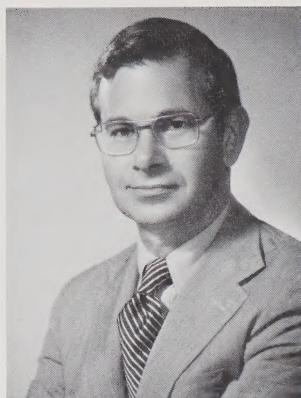
Since the beginning of 1976, I have visited twenty-nine of our offices. I wish you could have been with me. What a great bunch of men and women we have; how hard they work; and how much fun they have doing it.

If that sounds a little gushy, I should add that other agency heads can say the same thing. We are a business that attracts stimulating people. And it is encouraging to know that we provide a vital service in a free economy.

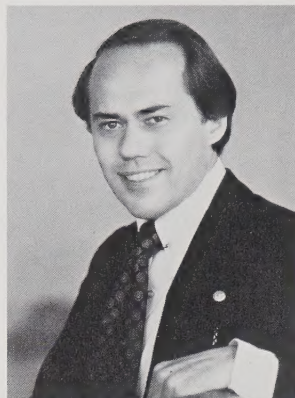
Advertising is a more stable business than is generally thought. If you compare the 25 largest agencies of ten years ago with the 25 largest today, you will find that only three have slipped from the list.



A. A. Ross
President, OBM London



Kenneth Roman
Executive V.P., O&M, New York



William H. Weed
Executive V.P., O&M, New York

Account switches and personnel turnover get a lot of publicity. But *Advertising Age* has reported that in 1975 only 3.6 percent of total U.S. billings changed agencies.

There are no current industry statistics on staff turnover, but you may be interested to know that the 23 members of the Board of our U.S. company have been with Ogilvy & Mather an average of 16 years. The inside Directors of Ogilvy & Mather International have served your company an average of 19 years. Hardly job-hoppers.

Over the past year, we have put into effect a Stock Purchase Plan and a Stock Incentive Plan. The aim of these plans is to increase our employees' interest in the success of Ogilvy & Mather, and to enable them further to share in our growth. Four hundred eighty-five of our staff are already shareholders in the company, or are participating in the Purchase Plan.

Inevitably, some changes do occur.

In 1976, we were sorry to announce the resignation of Charles Fredericks, Jr. from the OMI Board in order to accept the Presidency of a U.S. agency.

A.A. Ross, having passed the retirement age of our U.K. company, will leave the OMI Board in June of this year, after 22 years of invaluable service. From 1967 to 1975 Angus Ross was Deputy Chairman and then Chairman of our London company, and he was largely responsible for the acquisition of S. H. Benson Ltd. in 1971.

In October 1976, two new Directors were elected to the Board: Kenneth Roman and William H. Weed.

Both are Executive Vice-Presidents of our U.S. company, and they have been with us 14 and 18 years, respectively. Ken is co-author of the recently published book, "How to Advertise."

The proudest feather in our cap is our roster of clients. We have 1,100 clients around the world. Our fifteen largest accounts comprise almost fifty percent of our revenues:

General Foods, Unilever, Shell, Sears, American Express, Mercedes-Benz, Mattel, Campbell Soup, Avon, SmithKline, Uniroyal, Hershey, Merrill Lynch, Union Carbide, S.C. Johnson.

I reaffirm that in the conduct of our business we give *service to our clients* the highest priority. Our purposes are these:

1. To serve our clients more effectively than any other agency.
2. To earn an increased profit every year.
3. To maintain high ethical standards.
4. To run the agency with a sense of competitive urgency.
5. To make Ogilvy & Mather the most exciting agency to work in.
6. To earn the respect of the community.

John Elliott, Jr.

John Elliott, Jr.
Chairman of the Board

March 31, 1977

1976: Our fifteenth consecutive record year

In 1976, Ogilvy & Mather increased revenues and profits for the fifteenth consecutive year.

The major increases came from United States operations, which contributed 50.1 percent of our revenues and 66.4 percent of our net income.

However, most of our companies improved on their 1975 performance, and we had operating profits in 24 of the 28 countries in which we do business.

Major growth in the United States

Revenues in the U.S. increased 25 percent, from \$44,877,000 in 1975 to \$56,173,000 in 1976. Net income increased 45 percent, from \$3,672,000 to \$5,333,000.

The compound annual rate of profit growth in the U.S. over the past five years has been 21 percent.

Advertising Age reports that in 1976 we moved from seventh largest domestic advertising agency to fifth.

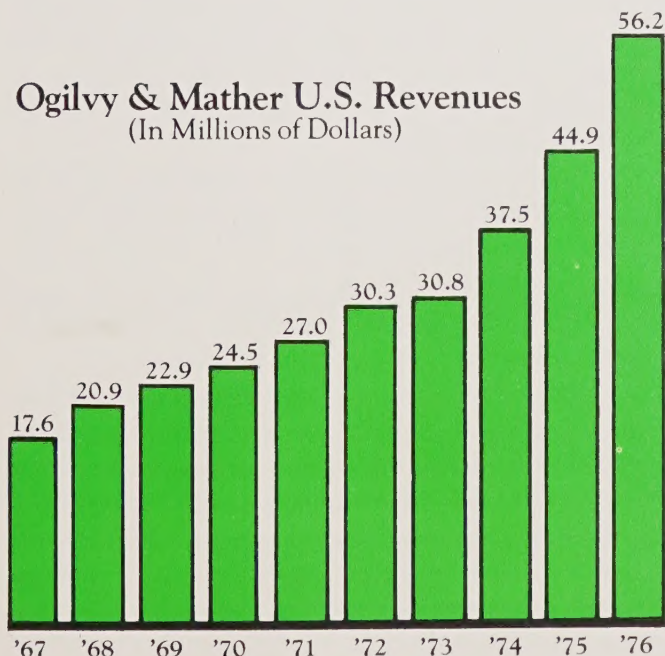
During the year, we opened a large new office in Chicago, headed by Henry P. Bernhard, to serve accounts in the Midwest. This full-service agency with a staff of ninety is off to a fast start.

On a more modest scale, we opened a new office in San Francisco. And we opened a second agency in New York, called Ogilvy & Mather/2, to handle special types of accounts.

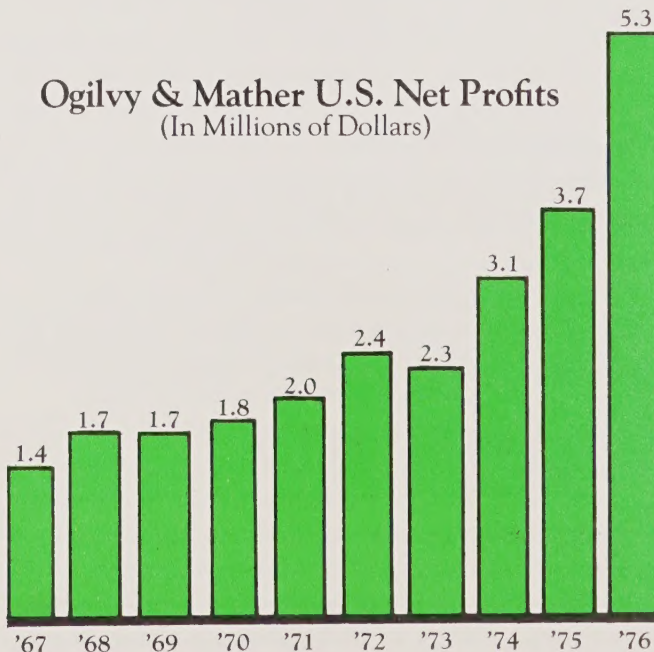
We acquired Scali, McCabe, Sloves, Inc., a fast-growing New York advertising agency with billings of about \$60,000,000. Scali, McCabe, Sloves will retain its name and identity. Its complete operational and creative independence will be jealously preserved. In this way, we expect to be able to solve one of the most trying problems agencies face as they get larger—client conflicts.

We also acquired Cole & Weber, Inc., the largest advertising agency in the Pacific Northwest, with offices in Seattle and Portland. This fine agency will retain its name and autonomous operation.

Ogilvy & Mather U.S. Revenues
(In Millions of Dollars)



Ogilvy & Mather U.S. Net Profits
(In Millions of Dollars)

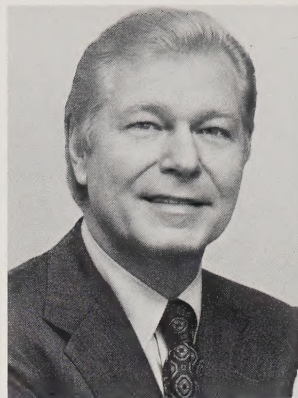




Andrew G. Kershaw
Vice-Chairman;
Chairman, O&M, New York



William E. Phillips
President, O&M, New York



Henry P. Bernhard
Vice-Chairman,
O&M, New York



Reva Korda
Executive V.P.,
O&M, New York

We purchased the outstanding minority interest in Hodes-Daniel, our Direct Response subsidiary. We have merged this company with Ogilvy & Mather's Direct Response division to form O&M Direct Response Inc. This large new organization will offer creative, marketing, list maintenance, printing, and fulfillment services.

We expect these acquisitions to add about \$15,000,000 to our revenues in 1977.

During 1976, we added nine new clients in the U.S.: Block Drug, Robert Bosch, Conrail, International Playtex, R. J. Reynolds, U.S. Trust; Bell Brand and Del Monte (Los Angeles); and Blitz-Weinhard (San Francisco). Early in 1977, we were delighted to announce the return of two former clients: C. F. Hathaway, and Woodlands (Houston).

Success in Canada

The good results achieved in 1975 were exceeded in 1976. Several major accounts were added, and revenues and net income grew substantially.

The professional standards in our offices in Toronto and Montreal are of the highest order, and we expect our Canadian operations to grow in 1977.

Up and down in the U.K.

In the U.K., despite another year of depressed economy, our revenues rose 17.5 percent in pounds sterling, and operating profits were up 4 percent.

Part of our growth came from new assignments from existing clients, including Gillette, Beecham and

General Foods. Part came from accounts gained in 1976, including British Airways, Trust Houses Forte and Unilever Export Limited. Indications are that this momentum will continue in 1977.

However, in 1976 after, taking into account the lower dollar rate on our earnings and net currency translation losses, our net income from the U.K. was down.

Mixed results on the Continent

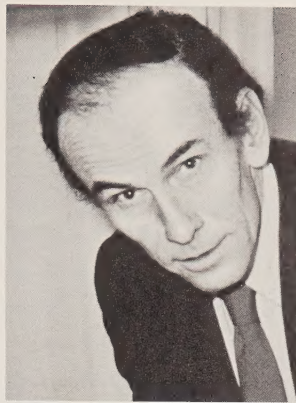
Our German company had another fine year, with good increases in revenues and net income. During the first half of 1976, our Frankfurt office concentrated on integrating the many new assignments won in 1975. In the second half, a number of new accounts were gained, the largest being R. J. Reynolds, for two existing brands and new projects. Our company in Germany has a first-class reputation, and we expect it to continue to prosper.

The French economy was less buoyant in 1976 than in 1975, but our business grew satisfactorily. After our slow start of some years back, we have now become a factor in the French advertising market. We look forward to further growth in revenues and net income in 1977.

In Scandinavia, we did well overall. Growth was particularly vigorous in Norway. In Sweden, we added many new accounts. However, the previous owners of this agency, which we acquired in 1973, exercised their option to repurchase two non-advertising subsidiaries in 1976, and this reduced our net profit. In Finland, owing to a depressed economy, our company was not profitable.



James Benson
Vice-Chairman;
Chairman, OBM, London



Richard W.O. Venables
Managing Director,
OBM, London



Dieter Karp
Managing Director,
HO&M, Frankfurt



Michael J. Ball
Executive Director,
International

Our Danish company, in which we own a 50 percent interest, repeated its good operating profit performance.

In Austria, all continued to go well.

Our Dutch, Belgian and Italian companies were unprofitable.

In March 1977, under the terms of our purchase agreement with the former owners, we acquired the remaining 49 percent interest in our Benelux companies. During 1976, we continued with the restructuring of our company in Amsterdam. We now have a strong Dutch management and are producing work of Ogilvy & Mather standard. We expect this to pay off.

Our Belgian company lost some accounts during the year. However, we have subsequently added new accounts and hope to make a profit in 1977.

In 1976, Italy deteriorated as an advertising market and posed unusual difficulties. Early in 1977, we changed the management of our Italian company, and we are devoting considerable attention to improving our situation. We continue to feel an obligation to serve our major international clients in Italy.

Progress in Australia and New Zealand

Our Australian company will be ten years old in June. Each of those ten years, including 1976, produced significant increases in revenues and net income. We now have four full-service offices in Australia: Melbourne, Sydney, Perth and Adelaide, all operating profitably. We expect another record year for Australia in 1977.

Our New Zealand company performed magnificently. Good management and superior creative work

resulted in a rebound from the disappointing results of 1975 to a good profit in 1976. We have entered 1977 on a strong footing.

Continued increases in Southeast Asia

In Southeast Asia, we have offices in Malaysia, Singapore, Hong Kong and Thailand. We also have an association with an Indonesian agency. All of these offices achieved significant increases in revenues and net income in 1976. We are confident of another record year in 1977.

Profitable operations in Latin America

In Brazil, our small profit of 1975 turned into a major one in 1976. Our Brazilian company is now one of the primary contributors to our earnings. We continue to be given new assignments from existing clients, and we are adding to our client list. The Brazilian market is dynamic, and our management and staff are operating with verve and distinction. We look to even higher revenues in 1977.

In Venezuela, our associates had a good year. We are negotiating with them to reduce our equity to the 20 percent which is likely to be required by law.

Our Argentine associate, in which we have only a minority interest, has been operating in an extremely difficult economy. It managed to have a modestly successful year.

In Mexico, the devaluation of the peso brought about many uncertainties. However, our company emerged from 1976 with a small operating profit and optimism for a better 1977.

Africa and India

Our company in Kenya remains the largest agency in that country. In 1976, several substantial new accounts were added.

In Nigeria, we provide management services to a Nigerian-owned agency and offer international links for our clients. This company continued to be profitable in 1976.

In South Africa, the economy weakened in 1976. Despite devaluation, our 40 percent interest in this well-managed company yielded the same profit as in 1975.

In India, we have a minority interest in a company which is both professional and profitable. Three senior colleagues from our Madras office died in a tragic air crash in October. We record their deaths with great sadness.

Looking to the Future

The job of advertising is to *sell* — to sell products, services and ideas through information and persuasion. There is always a need to inform and persuade, always

a need for companies to communicate with their various publics. Advertising is the most economical, efficient means for this communication. As the cost of *personal* selling increases, the relative efficiency of advertising becomes still greater.

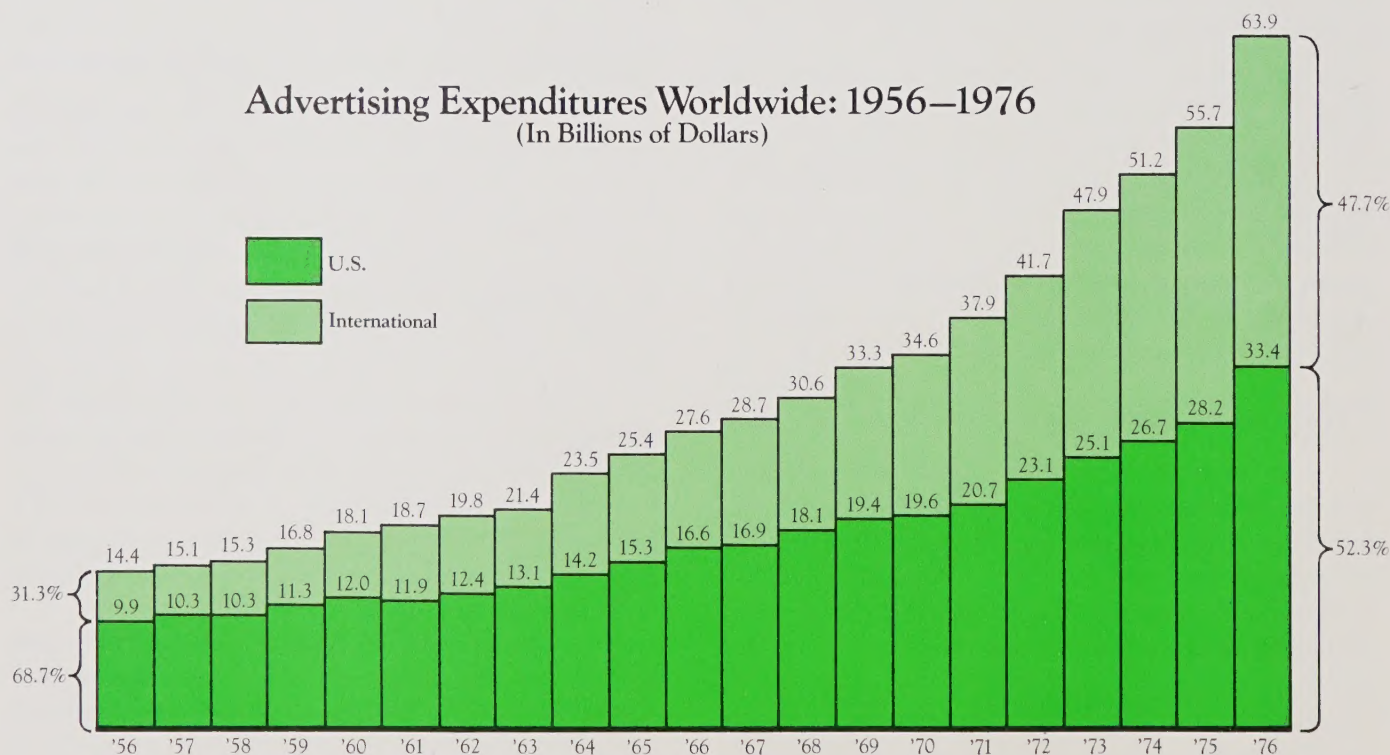
Advertising is a growth business. Over the past twenty years, advertising expenditures in the United States have grown at a compound annual rate of 6.3 percent. Advertising expenditures outside the United States have grown even faster — at a rate of 10 percent. The better agencies, of which Ogilvy & Mather is one, of course grow faster than the average.

With offices in 28 countries, we are well situated to benefit from increased advertising expenditures abroad, including those of multinational companies. (We now serve 33 clients in five or more countries.)

In the United States, we have a first-class reputation, and plenty of room to grow. We are little more than half the size of the largest domestic agencies. There are all sorts of accounts that we want to get. Our acquisition of two outstanding agencies, Scali, McCabe, Sloves and Cole & Weber, will add to our revenues and profits.

We expect big things in 1977 and look to the future with optimism.

Advertising Expenditures Worldwide: 1956–1976
(In Billions of Dollars)

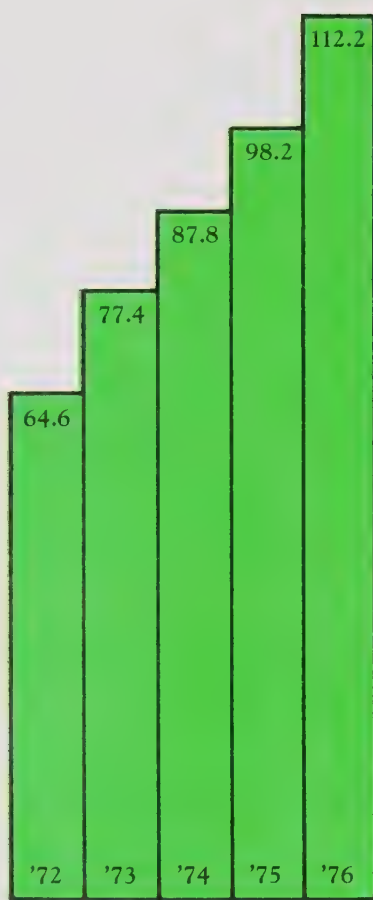


International figures courtesy of McCann-Erickson, Inc.

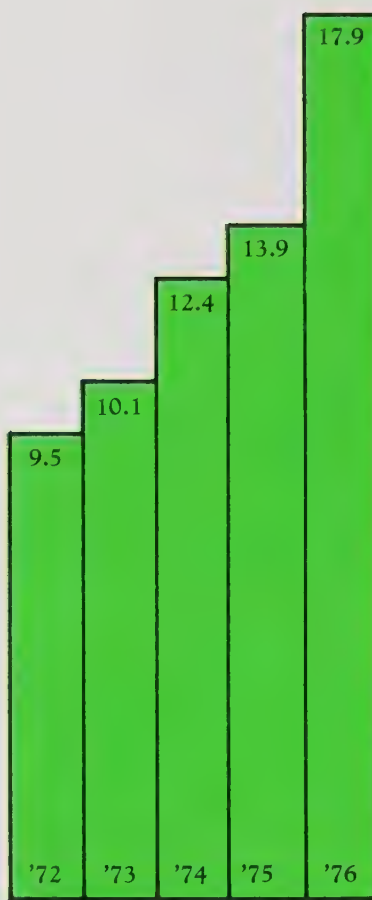
Clients served in five or more countries

	United States	Canada	United Kingdom	Germany	Austria	Netherlands	Belgium	France	Italy	Sweden	Denmark	Norway	Finland	Kenya	Nigeria	South Africa	Mexico	Venezuela	Brazil	Argentina	India	Malaysia	Singapore	Hong Kong	Indonesia	Thailand	Australia	New Zealand
Air Canada														*														
American Express											*			*														
Avon								*										*		*				*				
Bayer																								*				
Beecham						*																		*	*	*		
Bekaert				*		*	*	*	*																			
Alfred Benzon						*	*																					
Robert Bosch																			*				*					
British Airways																					*							
British American Tobacco																							*					
British Tourist Authority					*					*			*															
Cadbury Schweppes																												
Campbell Soup						*	*																					
Cavenham																												
Chesebrough-Pond's														*	*		*				*	*						
Dunlop																						*	*					
General Foods																												
Guinness				*																								
ICI																	*							*				
Johnson & Johnson																	*								*			
Korean Air Lines							*																*					
Mercedes-Benz																			*									
Merrill Lynch																												
3M																												
PepsiCo																												
Philips																												
Scott & Bowne																												
Shell																												
Temana																												
Unilever																								*				
Union Carbide																												
Uniroyal																		*										
Warner-Lambert																		*										

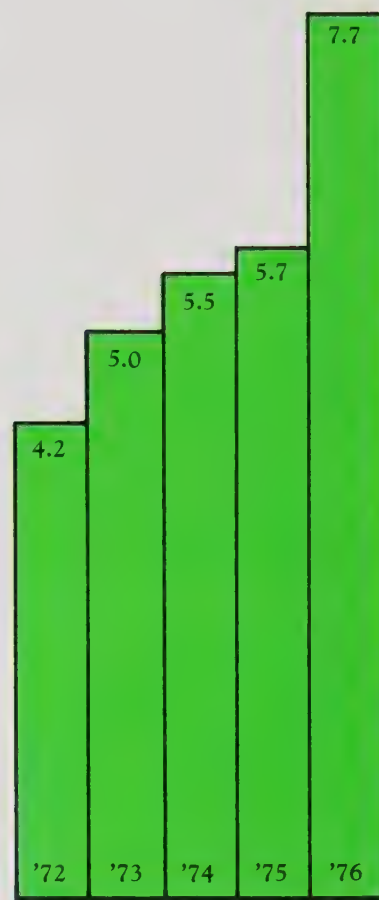
*New assignments since 1975 Annual Report



1. **Revenues**
In Millions of Dollars



2. **Operating Income**
In Millions of Dollars



3. **Net Income**
In Millions of Dollars

Our Financial Results

Revenues. Revenues, which consist of fee and commission income, direct marketing sales and other income, reached an all-time high of \$112,226,000, up 14.2 percent from \$98,229,000 in 1975.

Actual fee and commission income on advertising services increased 15.6 percent from \$91,560,000 to \$105,867,000.

Other income was down due to lower interest rates earned on temporary investments.

Operating Income. Operating income before foreign translation and exchange losses increased \$3,908,000, or 28 percent in 1976 to \$17,856,000. The U.S. gain of \$3,046,000 accounted for 77 percent of

this increase. European and U.K. operating income was down \$533,000. Operating income in the rest of the world was up \$1,395,000.

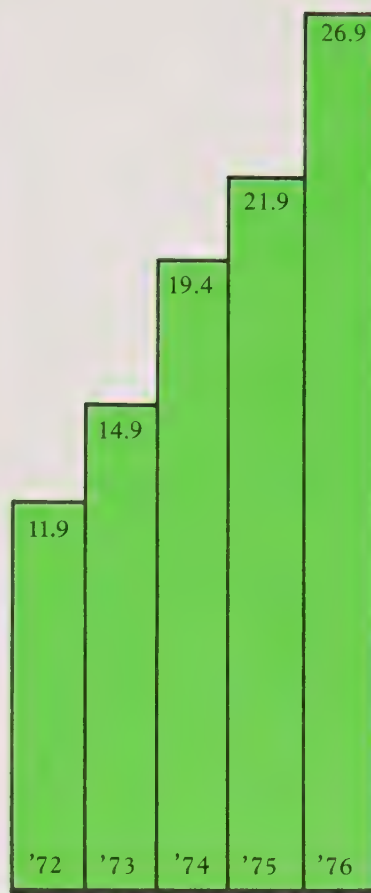
Net Income. Net income increased 35.5 percent to \$7,736,000 from \$5,708,000. This was equivalent to \$4.18 per share, compared with \$3.14 per share in 1975. In the past four years our net income has increased 84.4 percent, at an annual compound rate of 16.5 percent.

Dividends. In 1976, we paid quarterly dividends of 29 cents per share, an increase of 16 percent over the total paid in 1975. In February 1977, we raised

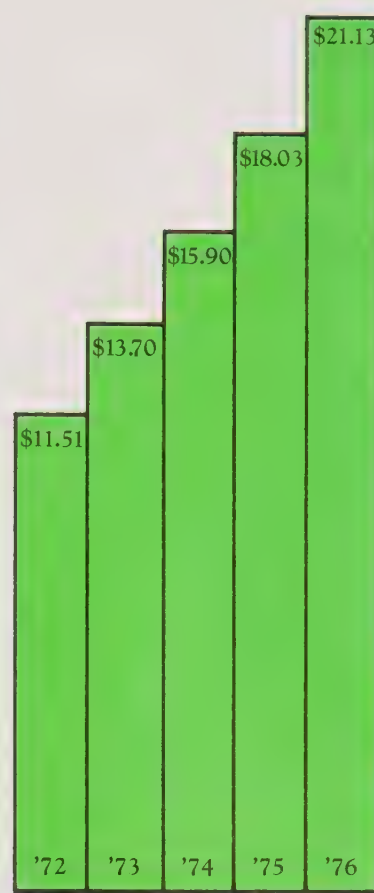


4. Annual Dividends Per Share

*Indicated



5. Working Capital
In Millions of Dollars



6. Stockholders' Equity Per Share

our quarterly dividend rate to 35 cents per share, an increase of 20.7 percent. This increase was made in conformance with our policy of paying out approximately one third of our previous year's profits in dividends. The retained earnings will be used to finance the continued growth of our company, including the acquisitions mentioned elsewhere in this report.

Working Capital. Working capital, the excess of current assets over current liabilities, increased from \$21,907,000 to \$26,910,000. The acquisitions made in early 1977 will reduce our working capital by about \$3,600,000, but we remain in a strong financial position.

Stockholders' Equity Per Share. Stockholders' equity per share is the net worth of your company divided by the number of shares outstanding. During 1976, stockholders' equity per share increased from \$18.03 to \$21.13.

Return on Stockholders' Equity. In 1976, our return on stockholders' equity as at the beginning of the year was 23.7 percent compared with 19.9 percent in 1975. We regard this excellent return as a good measure of the efficiency of our management of our stockholders' capital.

Six-year summary

Thousands of dollars

	1971	1972	1973	1974	1975	1976
Operating data:						
Fee and commission income	\$48,947	\$63,450	\$75,732	\$83,296	\$91,560	\$105,867
Direct marketing sales				2,834	4,276	4,600
Other income, net	595	1,113	1,645	1,670	2,393	1,759
Total revenues	49,542	64,563	77,377	87,800	98,229	112,226
Salaries & other employee benefits	28,680	37,692	45,633	50,544	56,587	62,534
Office & general expenses	12,549	15,572	19,455	21,902	25,204	29,190
Depreciation & amortization	863	1,206	1,452	1,691	1,681	1,895
Interest expense	131	365	754	916	615	510
Minority interests	193	208	(2)	376	194	241
Foreign translation & exchange loss (gain), net	(305)	220	(36)	(254)	899	561
	42,111	55,263	67,256	75,175	85,180	94,931
Income before taxes and extraordinary credits	7,431	9,300	10,121	12,625	13,049	17,295
Taxes on income	3,873	5,246	5,505	7,498	7,828	9,989
	3,558	4,054	4,616	5,127	5,221	7,306
Equity in net earnings of foreign associated companies	142	142	343	242	158	122
Income before extraordinary credits	3,700	4,196	4,959	5,369	5,379	7,428
Extraordinary credits ¹				136	329	308
Net income	\$ 3,700	\$ 4,196	\$ 4,959	\$ 5,505	\$ 5,708	\$ 7,736
Working capital	\$ 8,817	\$11,885	\$14,935	\$19,387	\$21,907	\$ 26,910
Stockholders' equity	\$16,220	\$20,452	\$24,764	\$28,691	\$32,689	\$ 38,672
Common stock data:						
Primary earnings, per share ² —						
Income before extraordinary credits . . .	\$2.10	\$2.31	\$2.73	\$2.97	\$2.96	\$4.01
Extraordinary credits08	.18	.17
Net income	\$2.10	\$2.31	\$2.73	\$3.05	\$3.14	\$4.18
Fully diluted earnings per share ² —						
Income before extraordinary credits . . .	\$2.07	\$2.29	\$2.70	\$2.93	\$2.92	\$3.93
Extraordinary credits07	.18	.16
Net income	\$2.07	\$2.29	\$2.70	\$3.00	\$3.10	\$4.09
Cash dividends per share	\$.51 ² / ₃	\$.54 ² / ₃	\$.61	\$.85 ¹ / ₂	\$1.00	\$1.16
Stockholders' equity per share	\$9.45	\$11.51	\$13.70	\$15.90	\$18.03	\$21.13

Notes:

1. Represent the tax benefits resulting from the utilization of operating loss carry-forwards of certain foreign subsidiaries.
2. The calculation of per share figures is based upon the following number of shares (000's):

Primary earnings per share	1,763	1,819	1,817	1,808	1,818	1,851
Fully diluted earnings per share	1,791	1,856	1,854	1,845	1,855	1,896

Financial Comments

The results of our operations for 1976 have been presented in some detail in the preceding section. Our additional comments on the summary of operations for the past three years follow.

Fee and commission income increased at a more rapid rate in 1976 than in 1975. This was due to increased income from existing accounts and to the addition of new accounts.

Salaries and other operating expenses declined slightly as a percentage of income in 1976 from prior years' levels due to greater operating efficiencies. In 1976, interest expense continued the decline started in 1975 due to a continuation of lower interest rates.

Translation and exchange losses were reduced in 1976 due mainly to the company's more effective "hedging" of net assets located in countries whose exchange rates appeared vulnerable to lower values. In both 1976 and 1975 most of the loss was accounted for by lower exchange rates for the English pound and the Brazilian cruzeiro.

The effective tax rate decrease in 1976 is mainly due to a lower effective rate for state and local taxes and a decrease in foreign translation losses.

The extraordinary credits arose from the utilization of tax loss carry-forwards in Brazil and Sweden in 1976 and in Brazil, Sweden and Norway in 1975.

Audit Committee

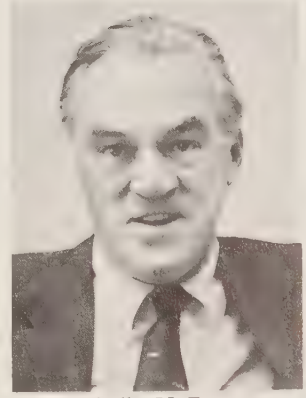
On Feb. 2, 1976, the Board of Directors appointed an Audit Committee of the Board, comprised of:
Paul L. Miller, Chairman
George N. Lindsay
Shelby H. Page



Paul L. Miller
President,
The First Boston Corporation



George N. Lindsay
Partner, Debevoise,
Plimpton, Lyons & Gates



Shelby H. Page
Secretary-Treasurer

Ogilvy & Mather International

	December 31,	
	1976	1975
Current Assets		
Cash and temporary investments	\$ 14,997,000	\$ 14,706,000
Client accounts receivable, less allowance for estimated uncollectible accounts (\$617,000 in 1976 and \$547,000 in 1975) . . .	90,386,000	72,910,000
Other accounts receivable.	2,365,000	2,283,000
Expenditures billable to clients.	5,524,000	5,236,000
Prepaid expenses and other current assets	3,399,000	1,914,000
Total current assets	<u>116,671,000</u>	<u>97,049,000</u>
Fixed Assets, at cost		
Furniture, fixtures and equipment.	11,678,000	10,411,000
Leasehold improvements.	6,512,000	5,947,000
	<u>18,190,000</u>	<u>16,358,000</u>
Less accumulated depreciation and amortization	9,462,000	8,448,000
	<u>8,728,000</u>	<u>7,910,000</u>
Investments in foreign associated companies	2,044,000	2,047,000
Excess of investments in consolidated companies over net assets acquired.	5,445,000	5,552,000
Deferred charges and other assets	3,656,000	3,051,000
	<u>\$136,544,000</u>	<u>\$115,609,000</u>

Inc. Consolidated balance sheet

	December 31,	
	1976	1975
Current Liabilities		
Accounts payable	\$ 60,973,000	\$ 49,905,000
Accrued expenses and other liabilities	11,627,000	10,268,000
Bank loans	6,543,000	5,606,000
Income taxes	5,671,000	5,429,000
Payroll and miscellaneous taxes	2,305,000	1,774,000
Amounts payable to profit sharing and pension plans	2,642,000	2,160,000
Total current liabilities	<u>89,761,000</u>	<u>75,142,000</u>
 Retirement and severance reserves	 5,700,000	 4,992,000
Long-term debt	871,000	1,566,000
Other long-term liabilities	760,000	384,000
Minority interests	780,000	836,000
Stockholders' Equity		
Common stock \$2 par value:		
Authorized — 4,000,000 shares (Issued, 1,833,089 shares in 1976 and 1,816,024 shares in 1975)	3,666,000	3,632,000
Paid-in surplus	2,046,000	1,712,000
Retained earnings	33,002,000	27,387,000
	<u>38,714,000</u>	<u>32,731,000</u>
Less — Treasury stock, at cost (3,210 shares)	42,000	42,000
	<u>38,672,000</u>	<u>32,689,000</u>
	<u>\$136,544,000</u>	<u>\$115,609,000</u>

The accompanying notes are an integral part of these statements.

Ogilvy & Mather International Inc.

Consolidated statement of income and retained earnings

For the years ended December 31, 1976 and 1975

	1976	1975
Revenues		
Fee and commission income	\$105,867,000	\$91,560,000
Direct marketing sales	4,600,000	4,276,000
Other income, net.	1,759,000	2,393,000
	<u>112,226,000</u>	<u>98,229,000</u>
Expenses		
Salaries and other employee benefits	62,534,000	56,587,000
Office and general	29,190,000	25,204,000
Depreciation and amortization	1,895,000	1,681,000
Interest	510,000	615,000
Minority interests	241,000	194,000
Foreign translation and exchange losses, net.	561,000	899,000
	<u>94,931,000</u>	<u>85,180,000</u>
Income Before Taxes on Income and Extraordinary Credits	17,295,000	13,049,000
Taxes on income	9,989,000	7,828,000
	<u>7,306,000</u>	<u>5,221,000</u>
Equity in Net Earnings of Foreign Associated Companies.	122,000	158,000
Income Before Extraordinary Credits	7,428,000	5,379,000
Extraordinary Credits	308,000	329,000
Net Income	7,736,000	5,708,000
Retained Earnings, Beginning of Year	27,387,000	23,490,000
	<u>35,123,000</u>	<u>29,198,000</u>
Dividends paid.	2,121,000	1,811,000
Retained Earnings, End of Year	\$ 33,002,000	\$27,387,000
Per Share of Common Stock:		
Primary earnings per share:		
Income before extraordinary credits.	\$4.01	\$2.96
Extraordinary credits.17	.18
Net income.	<u>\$4.18</u>	<u>\$3.14</u>
Fully diluted earnings per share:		
Income before extraordinary credits.	\$3.93	\$2.92
Extraordinary credits.16	.18
Net income	<u>\$4.09</u>	<u>\$3.10</u>
Dividends	<u>\$1.16</u>	<u>\$1.00</u>

The accompanying notes are an integral part of these statements.

Consolidated statement of changes in financial position

	1976	1975*
Sources of Financial Resources		
Income before extraordinary credits	\$ 7,428,000	\$5,379,000
Charges (credits) to income which did not affect working capital:		
Depreciation and amortization	1,895,000	1,681,000
Retirement and severance provisions	1,005,000	902,000
Minority interests	241,000	194,000
Foreign translation loss (gain), net	48,000	(343,000)
Deferred income tax expenses (benefits), net	23,000	(220,000)
Equity in undistributed earnings of foreign associated companies	(65,000)	19,000
Working capital provided from operations	10,575,000	7,612,000
Proceeds from sale of miscellaneous assets	328,000	200,000
Utilization of foreign operating loss carry-forwards	308,000	329,000
Market value of capital stock issued in connection with acquisition	255,000	
Proceeds from exercise of stock options	108,000	100,000
	<u>11,574,000</u>	<u>8,241,000</u>
Uses of Financial Resources		
Purchases of fixed assets	2,938,000	2,193,000
Dividends	2,121,000	1,811,000
Reduction in long-term debt	567,000	292,000
Distributions to minority interests	296,000	187,000
Increases in other assets, net	291,000	288,000
Retirement and severance payments	281,000	365,000
Investment in foreign associated company		334,000
Reduction in other long-term liabilities		265,000
Other, net	77,000	(14,000)
	<u>6,571,000</u>	<u>5,721,000</u>
Net increase in working capital	<u>\$ 5,003,000</u>	<u>\$2,520,000</u>
Analysis of Changes in Working Capital		
Increase (decrease) in current assets:		
Cash and temporary investments	\$ 291,000	\$6,350,000
Client accounts receivable, net	17,476,000	2,582,000
Expenditures billable to clients	288,000	(885,000)
Other accounts receivable and other current assets	1,567,000	(147,000)
	<u>19,622,000</u>	<u>7,900,000</u>
Increase (decrease) in current liabilities:		
Accounts payable	11,068,000	4,433,000
Accrued liabilities and other payables	2,372,000	733,000
Bank loans	937,000	86,000
Income taxes	242,000	128,000
	<u>14,619,000</u>	<u>5,380,000</u>
Net increase in working capital	<u>\$ 5,003,000</u>	<u>\$2,520,000</u>

The accompanying notes are an integral part of these statements.

* Reclassified for comparative purposes.

Distribution of net assets, revenues and net income of operating agencies

	United States	Foreign
Current assets	\$57,475,000	\$60,738,000
Current liabilities	(43,675,000)	(48,861,000)
Other assets, net	5,597,000	3,006,000
Net Assets — 1976	\$19,397,000*	\$14,883,000
Net Assets — 1975	\$15,879,000*	\$13,400,000
 Revenues — 1976	 \$56,173,000*	 \$56,035,000
Revenues — 1975	\$44,877,000*	\$53,332,000
 Net Income — 1976	 \$ 5,333,000*	 \$ 2,698,000
Net Income — 1975	\$ 3,672,000*	\$ 2,246,000

*Exclusive of parent holding company net assets of \$4,392,000 and \$3,410,000, revenues of \$18,000 and \$20,000, and net expenses of \$295,000 and \$210,000 in 1976 and 1975 respectively.

Notes to consolidated financial statements

Note 1 — Significant Accounting Policies:

Principles of consolidation:

The consolidated financial statements include the accounts of the company and all majority-owned companies and the company's share of the earnings of associated companies accounted for on the equity method.

Translation of foreign currency transactions and foreign currency financial statements:

Assets and liabilities of foreign subsidiaries representing cash and amounts receivable and payable are translated into U.S. dollars at year-end rates of exchange. All other assets are translated at the rate prevailing at the time the related transaction occurred (historical rate). Profit and loss items are translated at the average exchange rate prevailing during the year, except that historical rates are used to translate components of profit and loss related to assets translated on the same basis. Foreign exchange gains or losses are included in net income currently.

Recognition of fee and commission income:

Fees and commissions represent the principal source of revenues. Commissions are derived from advertising placed with vari-

ous forms of media and from advertising production costs billed to clients. In general, income is recognized when billed to clients and payroll and other costs are expensed as incurred.

Income taxes:

Provision has been made in the income statement for deferred income taxes when timing differences exist between the reporting of transactions for tax and financial statement purposes.

Fixed assets and depreciation and amortization:

Depreciation of furniture, fixtures and equipment is provided principally by charges to income using the straight-line and sum of the years digits methods over estimated useful lives ranging generally from 4 to 10 years. Amortization of leasehold improvements is provided over the terms of the related leases.

Major expenditures for renewals and betterments are capitalized and repairs and maintenance are charged to income currently. When fixed assets are sold or retired, both the cost and the related depreciation are removed from the accounts and any gain or loss on the transaction is included in income.

Excess of investments in consolidated companies over net assets acquired (Goodwill):

All goodwill, except that which arose prior to November 1, 1970 (\$1,017,000), is being amortized on the straight-line method over its estimated useful life, but not in excess of forty years.

Earnings per share:

Primary earnings per share is based on the weighted average number of common shares and common equivalent shares outstanding during each year. Common equivalent shares include shares under option.

Fully diluted earnings per share is based on the weighted average number of common shares and common equivalent shares outstanding during the year and the dilutive effect of the issuance of 37,086 shares on conversion of 8 percent notes. For this calculation the after-tax effect of interest expense applicable to the convertible debt has been added to net income.

Note 2—Investments in Foreign Associated Companies:

Under the present Venezuelan regulations, the company may be required to reduce its interest in its associated company in Venezuela from 45 percent to less than 20 percent by December 30, 1977. Since January 1, 1975 the company has recorded its share of that company's current earnings only when received as dividends.

As of December 31, 1976, the carrying value of all investments in foreign associated companies exceeded the company's share of their underlying net assets by approximately \$425,000 (1975—\$557,000).

Note 3—Acquisition:

On January 16, 1976, the company purchased the stock of Speech Dynamics & Communications Services Inc. for 11,852 shares of the company's common stock valued at \$255,000. The purchase price exceeded the value of net assets acquired by \$235,000 which is being amortized over a forty-year period. This acquisition has been accounted for by the purchase method of accounting.

Note 4—Short-Term Bank Loans and Long-Term Debt:

Short-term bank loans are comprised primarily of overdraft facilities which certain of the company's foreign subsidiaries have with local banks. These borrowings are in some cases collateralized by client receivables and, where required, the company has guaranteed the payment of these obligations. Certain of the company's domestic subsidiaries have bank lines of credit aggregating \$3,500,000. At December 31, 1976, \$678,000 was outstanding thereunder (1975—\$457,000).

The average interest rate on all short-term bank loans outstanding at December 31, 1976 was 8.4 percent, which approximates the weighted average month-end interest rate during the year. The maximum amount of these loans at the end of any month in 1976 was \$7,246,000 and the approximate average month-end balance was \$4,703,000.

Long-term debt outstanding at December 31 consisted of the following:

	1976	1975
By the company:		
Debtentures, 6 percent, re-deemed December 31, 1976		\$ 649,000
By foreign subsidiaries:		
Convertible notes, 8 percent, due 1981 (£400,000)	\$ 681,000	809,000
Bank loans due 1977 and 1978 (Maximum interest rate 2.5 percent over N.Y. prime rate)	270,000	430,000
	<u>951,000</u>	<u>1,239,000</u>
Total long-term debt	951,000	1,888,000
Less: Amounts due within 1 year included in accrued expenses and other liabilities	80,000	322,000
	<u>\$ 871,000</u>	<u>\$1,566,000</u>

On December 31, 1976 the company redeemed all of its outstanding 6 percent debentures at the remaining unpaid par value plus a two percent premium. All of these debentures were held by either present or former directors, officers or employees of the company.

In 1971 the company's U.K. subsidiary acquired the business and assets of S. H. Benson Ltd. for cash and £400,000 in 8 percent notes which are convertible at the option of the holder into 37,086 shares of the company's common stock. The notes are redeemable from time to time at par plus various premiums.

Long-term debt payments due within the next five years are as follows:

1977	\$ 80,000
1978	\$190,000
1979	none
1980	none
1981	\$681,000

Note 5—Income Taxes and Extraordinary Credits:

The provision for taxes on income is composed of the following:

	1976	1975
Domestic		
Federal	\$4,322,000	\$2,888,000
State and city	1,889,000	1,612,000
Foreign	<u>3,778,000</u>	<u>3,328,000</u>
	<u>\$9,989,000</u>	<u>\$7,828,000</u>

Income tax expense includes a provision for deferred taxes of \$23,000 in 1976 (1975—\$220,000 deferred tax benefit).

The following summarizes the significant differences between taxes on income for financial statement purposes and the United States statutory tax rate:

	1976	1975
Statutory Federal tax rate	48.0%	48.0%
State and local income taxes, net of Federal income tax benefit	5.7	6.4
Foreign earnings subject to taxes at other than a 48 percent rate	1.0	0.2
Foreign translation losses	1.6	3.3
Other	<u>1.5</u>	<u>2.1</u>
Effective income tax rate	<u>57.8%</u>	<u>60.0%</u>

No Federal taxes have been provided on unremitted earnings of foreign subsidiaries since they are permanently reinvested for working capital and other requirements or if remitted would result in little or no income tax. These earnings aggregated \$9,483,000 at December 31, 1976.

The tax benefits resulting from the utilization of operating loss carry-forwards of certain foreign subsidiaries totaling \$308,000 in 1976 (1975—\$329,000) have been reported as extraordinary credits.

A new United States-United Kingdom tax treaty was signed on December 31, 1975. In early 1977 the treaty was approved by Parliament but presently awaits action by the United States Senate to be effective. If ratified in its present form, the company would be entitled to receive a refund of taxes paid by its United Kingdom subsidiary on certain 1975 and 1976 dividend distributions. The amount which the company may ultimately realize is not presently determinable.

Note 6—Common Stock and Paid-in Surplus:

The company presently has two qualified stock option plans which were ratified by the stockholders in 1968 and 1972. Under the 1972 plan, options to purchase up to an aggregate of 75,000 shares could be granted to officers and key employees of the company and its subsidiaries at prices equal to 100 percent of the market value on the date of grant. The 1972 plan also provides that “nonqualified” options may be issued, in which case the option price per share to be fixed by the Board of Directors may not be less than 50 percent of the market value on the date of grant. The right to grant options under the 1972 plan will expire on April 30, 1977. Options issued under this plan are exercisable in installments at various times and expire no later than the tenth anniversary of the date of grant. Under the 1968 plan, options were granted at market value on the date of grant and are exercisable on a pro rata basis over a four-year period commencing one year from date of grant and expire five years from the date of grant. The right to grant options under this plan has expired.

During 1976 options for 22,600 shares were granted, options for 5,213 were exercised and options for 12,162 shares were cancelled, lapsed or expired.

At December 31, 1976 options for 75,325 shares at prices ranging from \$12.12½ to \$47.00 were outstanding of which 9,175 were exercisable and 200 shares remained available for grant.

Paid-in surplus in 1976 has been increased by \$231,000, the excess of the market value of the shares issued on the acquisition of Speech Dynamics Inc. over the par value of those shares, by \$98,000 (1975—\$84,000), the excess of the proceeds received from exercise of stock options over the par value of those shares, and by \$5,000, the tax benefit obtained by the company from premature sales of option stock by holders thereof.

The company's Employee Stock Purchase Plan and Employee Incentive Plan were approved by the shareholders at the 1976 Annual Meeting. Under the Stock Purchase Plan qualified employees have options to purchase \$487,000 worth of the company's stock at a per share price of either \$21.35 or 85 percent of the fair market value of the company's stock on August 1, 1977, whichever is lower.

Under the Employee Incentive Plan, options to purchase up to an aggregate of 50,000 shares could be granted to employees, at a price equal to the per share book value as shown in the most recent audited financial statements. At the termination of the employee's services to the company, the employee is required to resell the shares purchased under the plan to the company at their book value in the then most recent audited financial statements. On February 19, 1977, the company offered 32,000 shares to eight employees at \$18.03 per share.

Note 7—Pension, Profit Sharing and Executive Bonus Plans:

Certain of the company's subsidiaries have pension and/or profit sharing plans for the benefit of their employees. In 1976, the cost of these plans amounted to \$3,682,000 (1975—\$3,166,000). Fund assets and book reserves exceeded vested benefits of all plans.

In addition, several of the company's subsidiaries have executive bonus plans which provide for the payment of bonuses to certain of their officers and directors. Bonuses under these plans are generally based upon operating income in excess of predetermined levels. During 1976, such bonuses amounted to \$2,304,000 (1975—\$1,199,000).

Note 8—Leases and Others Commitments:

Rental expense on leases in effect during 1976 was \$6,736,000 (1975—\$6,043,000) after reduction of \$506,000 (1975—\$761,000) for sublease income in the respective years. Minimum rental commitments under all noncancellable leases in effect at December 31, 1976 were as follows:

	Net Expense	Sublease Income
1977—\$	5,906,000	\$ 457,000
1978—\$	5,936,000	\$ 444,000
1979—\$	5,302,000	\$ 413,000
1980—\$	4,416,000	\$ 400,000
1981—\$	4,135,000	\$ 400,000
1982/1986—\$	18,074,000	\$1,713,000
1987/1991—\$	11,683,000	\$ 389,000
1992/1996—\$	1,182,000	—

In April 1974 the company exercised its right to purchase the remaining interest in Heumann, Ogilvy & Mather and is presently attempting to enforce this right by legal action. The company has also been obligated to purchase the interest should the minority interest so elect.

Note 9—Summaries of Quarterly Data (Unaudited):

Comparative quarterly data for 1976 and 1975 (in thousands of dollars except for per share figures) are set forth below:

		1st Qtr.	2nd Qtr.	3rd Qtr.	4th Qtr.
Revenues	— 1976	\$24,178	\$27,796	\$26,226	\$34,026
	— 1975*	\$21,083	\$24,588	\$22,839	\$29,719
Income before extraordinary credits	— 1976	\$ 945	\$ 1,818	\$ 1,682	\$ 2,983
	— 1975*	\$ 766	\$ 1,317	\$ 477	\$ 2,819
Net income	— 1976	\$ 1,044	\$ 1,877	\$ 1,712	\$ 3,103
	— 1975*	\$ 846	\$ 1,405	\$ 455	\$ 3,002
Primary earnings per share:					
Income before extraordinary credits	— 1976	\$.51	\$.98	\$.91	\$ 1.61
	— 1975*	\$.41	\$.73	\$.26	\$ 1.56
Net income	— 1976	\$.56	\$ 1.02	\$.92	\$ 1.68
	— 1975*	\$.47	\$.77	\$.25	\$ 1.65
Fully diluted earnings per share:					
Income before extraordinary credits	— 1976	\$.51	\$.96	\$.89	\$ 1.57
	— 1975*	\$.41	\$.71	\$.26	\$ 1.54
Net income	— 1976	\$.56	\$.99	\$.91	\$ 1.63
	— 1975*	\$.46	\$.76	\$.25	\$ 1.63

*Not subjected to limited review by independent accountants.

Note 10—Subsequent Events:

Subsequent to December 31, 1976 the company completed the acquisition of the following advertising and advertising related companies:

Effective January 3, 1977, the company acquired the 40% minority interest in Hodes-Daniel Company Inc. in exchange for 18,500 shares of the company's stock valued at \$480,000. The purchase price exceeded the value of the net assets acquired by \$201,000.

On January 28, 1977 the company acquired Scali, McCabe, Sloves, Inc. for \$9,502,000, part of which will be paid in three annual installments in 1978, 1979 and 1980 of \$2,356,000 each, with interest at 7½%. In addition, should Scali's earnings in 1977 and 1978 exceed certain specified levels, the company would be obligated to make additional payments in 1978 and 1979, aggregating no more than \$5,034,000. The purchase price, not including the possible contingent payments, exceeded the value of the net assets acquired by \$8,853,000.

Effective February 1, 1977, the company acquired Cole & Weber, Inc. for \$2,922,000, part of which will be paid in three annual installments of \$663,000 each in 1978, 1979 and 1980 with interest at 7½%. The purchase price exceeded the value of the net assets acquired by \$1,425,000.

In addition, on March 7, 1977 the company acquired the 49% minority interest in Van Maanen, Ogilvy & Mather B.V. for \$1,353,000. The purchase price exceeded the value of the net assets acquired by \$883,000.

The acquisition of these companies will be accounted for by the purchase method of accounting and the resulting goodwill will be amortized over a 40-year period.

The following pro forma data is not covered by the report of independent accountants.

The pro forma combined condensed balance sheet of the company and these acquisitions as of December 31, 1976 after giving effect to certain pro forma adjustments is as follows:

Assets	
Current assets	\$122,137,000
Fixed assets (net)	9,604,000
Goodwill	16,807,000
Other assets	6,261,000
	<u>\$154,809,000</u>
Liabilities and Stockholders' Equity	
Current liabilities	\$ 98,835,000
Long-term debt	10,236,000
Other liabilities	6,586,000
Stockholders' equity	39,152,000
	<u>\$154,809,000</u>

The pro forma combined results of operations of the company and these acquisitions for the year ended December 31, 1976 after giving effect to certain pro forma adjustments are as follows:

Revenues	\$125,247,000
Income before extraordinary credits	\$ 7,842,000
Net income	\$ 8,150,000
Primary earnings per share:	
Income before extraordinary credits	<u>\$4.19</u>
Net income	<u>\$4.36</u>
Fully diluted earnings per share:	
Income before extraordinary credits	<u>\$4.11</u>
Net income	<u>\$4.27</u>

Report of Independent Accountants

Price
Waterhouse & Co.

SIXTY BROAD STREET
NEW YORK, NEW YORK 10004
212-422-6000

To the Board of Directors and Stockholders of
Ogilvy & Mather International Inc.

In our opinion, the accompanying consolidated balance sheets and the related consolidated statements of income and retained earnings and of changes in financial position present fairly the financial position of Ogilvy & Mather International Inc. and its subsidiaries at December 31, 1976 and 1975, and the results of their operations and the changes in financial position for the years then ended, in conformity with generally accepted accounting principles consistently applied. Our examinations of these statements were made in accordance with generally accepted auditing standards and accordingly included such tests of the accounting records and such other auditing procedures as we considered necessary in the circumstances.

February 22, 1977 (except as to the fifth paragraph
of Note 10, which is as of March 7, 1977)

Price Waterhouse & Co.

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Ogilvy & Mather (Malaysia) Sdn. Bhd.
Balai Berita, 31 Jalan Riong

Singapore

Ogilvy & Mather (Singapore) Pte. Ltd.
16c Cecil Street

Hong Kong

Ogilvy & Mather (Hong Kong) Pte. Ltd.
20 Queen's Road Central

Bangkok

Ogilvy & Mather (Thailand) Ltd.
HLR Building, 4th Floor
285 Convent Road

***Jakarta**

P.T. Indo-Ad
Jalan Melawai VI/27 Kebayoran Baru

Melbourne

Ogilvy & Mather (Australia) Pty. Ltd.
566 St. Kilda Road

Sydney

132 Arthur Street, North Sydney

Perth

64 Thomas Street, West Perth

Adelaide

51 Greenhill Road
Wayville

Auckland

Ogilvy & Mather (New Zealand) Ltd.
60 Parnell Road

Wellington

World Trade Center
Sturdee Street

*Independently owned. Associated with
Ogilvy & Mather International by
management agreement.

Ogilvy & Mather International Inc.

DIRECTORS

Michael J. Ball, Executive Director, International
James Benson, Vice-Chairman; Chairman,
Ogilvy Benson & Mather Ltd., London

Henry P. Bernhard, Vice-Chairman,
Ogilvy & Mather Inc., New York

John Elliott, Jr., Chairman

Dieter Karp, Managing Director, Heumann,
Ogilvy & Mather GmbH & Co., Frankfurt

Andrew G. Kershaw, Vice-Chairman; Chairman,
Ogilvy & Mather Inc., New York

Reva Korda, Executive Vice-President,
Ogilvy & Mather Inc., New York

George N. Lindsay, Partner, Debevoise, Plimpton,
Lyons & Gates, Legal Firm

Paul L. Miller, President, The First Boston
Corporation, Investment Bankers

David Ogilvy, Creative Head, International

Shelby H. Page, Secretary-Treasurer; Senior
Vice-President, Ogilvy & Mather Inc., New York

William E. Phillips, President, Ogilvy & Mather Inc.,
New York

Kenneth Roman, Executive Vice-President,
Ogilvy & Mather Inc., New York

A. A. Ross, President, Ogilvy Benson & Mather Ltd.,
London

Richard W.O. Venables, Managing Director,
Ogilvy Benson & Mather Ltd., London

William Weed, Executive Vice-President,
Ogilvy & Mather Inc., New York

OFFICERS

John Elliott, Jr., Chairman

James Benson, Vice-Chairman

Andrew G. Kershaw, Vice-Chairman

Shelby H. Page, Secretary-Treasurer

John O. Nettleton, Assistant Secretary-Treasurer

John P. Gill, Controller

Debevoise, Plimpton, Lyons & Gates, Counsel
Price Waterhouse & Co., Independent Accountants
Morgan Guaranty Trust Company of New York,
Transfer Agent and Registrar

Stock Trading

Ogilvy & Mather International stock is traded over
the counter (symbol OGIL) in the United States and
is listed on the Stock Exchange, London.

Form 10-K

A copy of the company's 1976 Form 10-K Annual
Report to the Securities and Exchange Commission
may be obtained by writing to: Mr. Shelby H. Page,
Secretary, Ogilvy & Mather International Inc.,
2 East 48th Street, New York, New York 10017.

Annual Meeting

The annual meeting will be held on Tuesday,
May 10, 1977, at 11:00 a.m. in the company offices
(10th floor), 2 East 48th Street, New York,
New York 10017.

Ogilvy & Mather

International Inc., Advertising

CLIENT LIST 1977

Argentina

Ortiz, Scopesi y Cía.

Cerrito 264, 6 piso, Buenos Aires, Telephone: 35-4013

BUENOS AIRES

AEROPERU

Airline

ALPARGATAS

Kansas jeans, Palette bedspreads,
institutional

AMERICAN EXPRESS

AUSTRAL LINEAS AEREAS

AVIS

AVON

BANCO FRANCES DEL RIO DE LA
PLATA

Banking services

BEECHAM

Mistral deodorant and shampoos; Second
Debut cosmetics

BOROQUIMICA

BRITISH TOURIST AUTHORITY

BROWN & WILLIAMSON TOBACCO
Cigarettes

CARTONEX

Corrugated cardboard boxes

CELULOSA

Papers

COMPAÑIA NOBLEZA DE TABACOS

Lucky Strike, Commander, Embajadores
Ventil cigarettes

COMPAÑIA QUIMICA

Lumen floor wax, Azulite bleaches and
Cierito detergent

IDEA

MAPRICO

Cake and dessert mixes, toppings and icings,
ice creams and fruit pulps

MARTIN

Yerba Mate (Paraguayan tea), Doble Equis
coffee

MINISTERIO DE INFORMACION Y
TURISMO DE ESPAÑA

MODART

Men's store

NIVEA

Atrix hand cream and lotion

PHILIPS

All products

QUICKFOOD ALIMENTOS RAPIDOS

Paty hamburgers

SAENZ BRIONES

Capillary products, Roux line

SHELL ARGENTINA

SOLJET

SPORTLANDIA

Sportswear

TOP MANAGEMENT

Personnel recruitment

UNION CARBIDE

Eveready batteries and flashlights

UNITED STATES TRAVEL SERVICE

WITCEL

Papers

YARDLEY OF LONDON

After-shave lotion, colognes, soaps,
minisprays, deodorants

Australia

Ogilvy & Mather (Australia) Pty. Ltd.

566 St. Kilda Road, Melbourne, 3004, Victoria, Telephone: 51-8521
132 Arthur Street, North Sydney, NSW, 2060, Telephone: 922-4055
51 Greenhill Road, Wayville, S.A., 5034, Telephone: 272-3644
64 Thomas Street, West Perth, W.A., 6005, Telephone: 22-5922

MELBOURNE

ANSETT-PIONEER

National coach service and tours

AUSTRALEC

Industrial heating elements

BATA SHOE COMPANY

BEECHAM

Silvikrin shampoo and hairspray, Claytons
Kola Tonic, Aquafresh Toothpaste

BOND CORPORATION

THE BROKEN HILL PROPRIETARY COMPANY

Construction, engineering, international, technical service, packaging and appliance

CADBURY SCHWEPPE

Schwepes mixers and soft drinks

CARNATION COMPANY

Pet Food, Coffee-mate, Contadina, new product

DUNLOP

CORPORATE

ANSELL

Rubber goods

AUTOMOTIVE AND INDUSTRIAL GROUP

Tyres, automotive batteries, industrial and aviation products

MARSHALL BATTERIES

Automotive batteries

DUNLOPILLO

Latex foam, innerspring and polyurethane foam bedding, industrial, automotive and upholstery foams

WARRNAMBOOL

Blankets

FELTEX

Carpets

INTERNATIONAL FRANCHISING

KAURI TIMBER

LANES MOTORS

Mercedes-Benz cars, trucks and marine

LENTHERIC MORNY CYCLAX

Cyclax cosmetics, Lentheric Morny cosmetics

MASSEY-FERGUSON

Agricultural machinery

MISTRAL SUNRAY

OVERSEAS BUSINESS CORPORATION

Luxor television and hi-fi equipment

PETER ISAACSON PUBLICATIONS

POLYCELL PRODUCTS

Home decorating aids

ROWNTREE HOADLEY

Confectionery

SHELL CHEMICAL

Domestic insecticides, petcare products, hand cleaner, agriculture chemicals, plastics

THE STEEL CAN GROUP

WALPAMUR

Paints and woodfinishes

WELLCOME AUSTRALASIA

Pharmaceuticals

WORLD RECORD CLUB

WRIDGWAYS

Interstate removalists

SYDNEY

AMERICAN EXPRESS

Credit Card, International Banking, Travel, Travellers Cheques

AUSTRALIAN GOVERNMENT ADVERTISING SERVICE

National savings plan

AWA REDIFFUSION

BRISTOL-MYERS

Clairol, household products, Clinton Labs,
Mead Johnson

BRITISH TOURIST AUTHORITY

BUTTERCUP BAKERIES

Baked Foods Division

JOHN CAWSEY

Beefeater Gin, Borzoi Vodka, Galliano

CINZANO

Havana Club

COOPER LABORATORIES

Oral-B toothbrushes, ethical drugs

COTTEE'S GENERAL FOODS

Maxwell House coffee, Cafe Royal coffee,
conserves and marmalades, spreads, jelly
crystals, instant puddings, cordials, dessert
toppings, Start, Angel Delight, new
products, master contracting

DUNLOP

Flexhide

FLEETS HOLDINGS

IPCAIL

Merchant bank

MERCEDES-BENZ

OSTI

Women's lingerie and outerwear

P&O

Cargo Division, Passenger Division,
Lindeman Island

SCOTTISH MILK MARKETING BOARD

TEGEL

Frozen turkeys, ducks and chickens

UNILEVER

EDIBLE OIL INDUSTRIES

Non-distributive trade

LEVER & KITCHEN

Comfort fabric conditioner

REXONA

STREETS

Take-home desserts

YORKSTAR MOTORS

Mercedes-Benz cars, trucks and coaches

ADELAIDE

AMERICAN EXPRESS

Travel

ASTRA HOUSEWARES

Electrical retailer

BERRI WINES

Wines and spirits

BOVRIL (CAVENHAM)

Beef extract

CHATEAU MOTEUR

European cars

COATES

Equipment hire

CO-OPERATIVE BUILDING SOCIETY

Building society

EARTH FAIR PROMOTIONS

Exhibition promotion

F. H. FAULDING

Health and beauty products

FOWLER ROBUR

Packaged foods

HUNTING ENGINEERING

Computer software

IKE ADES

Toyota franchise

JOHN MACK CAMERAS

Photographic retailer

JOHN MARTIN

Department store

KAURI TIMBER

Timber and hardware retailer

LINDSAYS

Furniture retailer

MAINSTYLE

Retail motor accessory chain

SIMPSON POPE

Washing machines, electric ranges, dryers,
dishwashers, air conditioning

SMITH MOTORS

G.M.H. franchise

WOODHAM BIGGS

Real estate

PERTH

ALLSTATES LEASING

Motor vehicle leasing

AMERICAN EXPRESS

Travel

BOND CORPORATION

Property developer

BUNNING BROS.

Hardware and timber retailers

CHEMICAL INDUSTRIES

Industrial chemical manufacturer, retailer

CITY MOTORS

General Motors Holden dealer

CURTAIN MAN

Curtain manufacturer, retailer

DAIRY INDUSTRY AUTHORITY OF W.A.

Milk and cream

DONOVAN & ASSOCIATES

Market research consultants

EDWARDS BUSINESS MACHINES

Retailers of typewriters, calculators, office equipment

EDWARDS SECRETARIAL COLLEGE

Business college

M.D. FERSTAT

Vending machine distributors

FLEETWOOD FREEDOM

Caravans, camping equipment

FLOREAT FORUM SHOPPING CENTER

FLOWERS DAVIES WEMCO

Mining and engineering equipment distributors

HEARNSTEADS

Furniture retailer

HOME BUILDING SOCIETY

Permanent investment building society

HOSPITAL BENEFIT FUND

Private medical insurance fund

HOTEL PARMELIA

LETZ RENT A CAR

MACROBERTSON MILLER AIRLINES

METROPOLITAN TRANSPORT TRUST

MODULAR METALS

Garage manufacturers

NICHOLSON BROADCASTING SERVICES

Commercial radio station

R.A.C. INSURANCE

Home contents, marine, travel and motor insurance and life assurance

WESFARMERS

Farmers co-operative

WOODYARRUP STUD

Sheep stud farm

YANCHEP SUN CITY

Community development

Y.M.C.A.

Austria

Ogilvy & Mather Ges.m.b.H.

Ferdinandstrasse 4, 1021 Vienna, Telephone: 24-85-72

VIENNA

AIR CANADA

AKG

Microphones, pickups

AMERICAN EXPRESS

Bank, Credit Card

ARED

Building sanitation

AUSTRIAN SUGAR

BRITISH AIRWAYS

BRITISH TOURIST AUTHORITY

FEUDOR

Lighters

GORENJE

Electrical household appliances

KIENZLE

Watches

KIMBERLY-CLARK

Kleenex

KNORR (CPC)

Beef cubes, instant soup, ready mixes,
instant sauces, side-dish specialties, baby
food

LÄNDERBANK

Children's savings accounts

MASTER FOODS

Processed dogfood, catfood, birdfood; Uncle
Ben's rice

MERCEDES-BENZ

Cars, trucks

CHAMBER OF PHARMACISTS

Corporate

SHELL

Automotive, chemical and industrial
products

SINGER

Sewing and knitting machines

TEMANA

Household products

TEUBER-HELLA

Headlights

UNILEVER-ELIDA

Toiletries

WIESENTHAL

Mercedes-Benz cars

WORLD WILDLIFE FUND

Nature preservation

ZACH

Snack products

Belgium

Ogilvy & Mather S.A.

Avenue Leo Errera, 47, 1180 Brussels, Telephone: (02)345.19.97

BRUSSELS

AIR CANADA

AMERICAN EXPRESS

AVON PRODUCTS

BEKAERT

ALFRED BENZON

Ben-Bits chewing gum

BLACK & DECKER

BRITISH AIRWAYS

BRITISH TOURIST AUTHORITY

CINZANO

Rosso, Bianco vermouths

CORONA

Insurance

D.F.D.S. SEAWAYS

E.M.I.

TV and hi-fi

GERVAIS DANONE

Phosphatine, Fali, Blédine, Blédina,

Jacmine, baby foods

GESA

GEVACO

Textile fabrics

INEX

MARLY

Additives and motor oil

NAVITOUR

Cruises

RECKITT & COLMAN

Veet depilatory

TOMADO

UNILEVER

HARTOG

Unox soups

IGLO-OLA

Ola ice cream

LEVER

Vigor, Comfort

UNIROYAL

Tires

W.W.F.

YOSHIDA

Y.K.K. zip fasteners

Brazil

Standard Ogilvy & Mather S.A.

Alameda Joaquim Eugenio de Lima 612/616, São Paulo, Telephone: 288.39.11

Rua São Clemente 253, Botafogo, Rio de Janeiro, Telephone: 266.3262

Av. José Bonifacio 581, Pôrto Alegre, Rio Grande do Sul

Rua Estevao de Oliveria, 52, Recife

Rua Desembargador Mota, 1805, Curitiba

Rua Rio de Janeiro, 1186, Belo Horizonte

SÃO PAULO

AVON

Cosmetics

BEECHAM

Mistral and Tally-Ho deodorants, Plus
Forma, Eno's, Scotts Emulsion, Badedas

ROBERT BOSCH

Automobile products

BRASILINVEST

Investments

BRITISH TOURIST AUTHORITY

CESSY LEVER

Trim hair cream, Nuage cologne, Comfort
fabric conditioner, Breeze soap, Success
shampoo

GLASSLITE

Toys

ICOTRON

Electrical components

KIBON (GENERAL FOODS)

Q-Suco, confectionery line, Tang

LUSITANA

Removals

MERCEDES-BENZ

Trucks, buses, service, corporate

SANBRA

Delicia oil and margarine, Vitosan animal
food, Mila margarine

SÃO PAULO ALPARGATAS

Conga canvas shoes, Rustic sandals,
Comanche slippers

SELECTA

Property

SIEMENS

Electrical and telecommunication equipment

TDK

Tapes

TRANSFORMADORES UNIAO

Transformers

VIGOR

Dairy Products

WARNER-LAMBERT

Development

RIO DE JANEIRO

AMERICAN EXPRESS

COSIGUA

Institutional

ESTACAS FRANKI

Foundation

HEMISUL

Brokerage and financing

QUIMISHELL

SHELL

SKOL

Beer

SMITH KLINE & ENILA

Pharmaceutical

SOUTH AFRICAN AIRWAYS

SOUZA CRUZ (BRITISH AMERICAN
TOBACCO)

Albany and development projects

TECHNOS

Watches

PÔRTO ALEGRE

BANCO IOCHPE DE INVESTIMENTOS

Investment bank

GRUPO GERDAU

Steel mills

GRUPO INDUSTRIAL RODOVIARIO

Buses

HABITASUL

Finance

MAQUINAS IDEAL

Agricultural and harvesting machinery

MOVEIS CARRARO

Furniture

REFRIGERANTES VONTOBEL

Soft drinks

UNIÃO DE SEGUROS

Insurance

RECIFE**SIDERURGICA AÇONORTE**

Institutional

CURITIBA**CAFE ALVORADA**

Coffee

COOPERATIVA CENTRAL DE LATICINIOS DO PARANA—BATAVO

Dairy products

GRUPO HANSEN

Tubes and connections, items made of hard PVC

CIPLA—INDUSTRIAL DE PLASTICOS

Plastics

BELO HORIZONTE**CAFE MINAS****COLEGIO ANCHIETA**

School

MINAS INVESTIMENTOS

Finance company

USIMINAS

Institutional

Canada

Ogilvy & Mather (Canada) Ltd.

88-100 University Avenue, Toronto, Ontario M5J 1V5, Telephone: (416) 362-7711

Place du Canada—Room 1060, Montreal, P.Q. H3B 2P6, Telephone: (514) 866-6961

TORONTO**AMERICAN EXPRESS****AVON PRODUCTS****BATON BROADCASTING****BRITISH TOURIST AUTHORITY****CAMPBELL SOUP**

Condensed soups, Swanson, Pepperidge Farm, Franco-American, V-8, Tomato juice

CANADIAN EGG MARKETING AGENCY**CORNING GLASS**

Corelle dishware

GENERAL FOODS

Tang, Kool Aid, Minute Rice, Minute Rice Mixes, Sanka, Crispy Fry, new products

C. F. HATHAWAY

Shirts

LEVER BROTHERS

LEVER DETERGENTS

Surf, 'all', Dishwasher 'all', Dove bar, Lypsyl, Aim, Spray 'n Vac

MONARCH FINE FOODS

Imperial and Monarch margarines

MACDONALD TOBACCO

New products

MATTEL**MERCEDES-BENZ****MERRILL LYNCH, ROYAL SECURITIES****NCR**

Office equipment

ONTARIO MILK MARKETING BOARD

Teen and Diet campaigns

ROWNTREE MACKINTOSH

Black Magic, Dairy Box, Quality Street,
After Eight, Rendez Vous, Coffee Crisp, Kit
Kat, Aero, Wig Wag, Crispin, Smarties,
Mackintosh's Creamy Toffee

SHELL

Gasoline, credit cards, automotive and
household products and services, agricultural
and industrial chemicals, tires, corporate

JOSEPH E. SEAGRAM & SONS
V.O.

UNIROYAL

Tires

MONTREAL

BANQUE d'EPARGNE

BRISTOL-MYERS

Clairol Division: Ban, Ban Basic, Softique

CANADIAN INTERNATIONAL PAPER

JOHNSON & JOHNSON

J CLOTH* All Purpose Towels, JUMBO J
CLOTH, CAREFREE* Tampons, CAREFREE
PANTY SHIELD,* MODESS* Sanitary Napkins,
Johnson & Johnson Disposable Diapers,
First-Aid products, new products

MENLEY & JAMES

Contact C

MONTREAL CITY AND DISTRICT TRUSTEES

THE SEAGRAM COMPANY

CANADIAN DISTILLERS

Burnett's White Satin Gin, Heritage
Canadian Whisky, Double-Distilled
Canadian Whisky, Canada House
Canadian Whisky, Myer's White/Light
Amber Rums, Passport Scotch, Nikolai
Vodka

INTERNATIONAL WINES & SPIRITS

Barton & Guestier Wines, Noilly Pratt
White & Red Vermouth, Bisquit Cognac,
Brolio Classical Chianti, Mumm's
Champagne

JOSEPH E. SEAGRAM & SONS

King Arthur Gin, Captain Morgan Rum,
Seagram's Crown Royal Whisky, Boodles
Gin, Chemineaud Brandy, Leroux
Liqueurs

*Trademark of Johnson & Johnson and
affiliated companies.

Denmark

Harlang Toksvig Ogilvy & Mather Reklamebureau AS

Martinsvej 7-9, DK-1926 Copenhagen V, Telephone: 01-35 15 00

Søndergade 45-49, DK-8000 Aarhus C, Telephone: 06-12 55 88

COPENHAGEN

AIR CANADA

AMERICAN EXPRESS

Travel

BAHCO

Tools

BAYER/NORDSJÖ

Paint

BEECHAM

Badedas, Brylcreem, Macs, Ribena

ALFRED BENZON

Sor-Bits/Ben-Bits chewing gum,
Ben-Ti/Bentasil throat lozenges, Natusan
baby care products, pharmaceutical products

BIKUBEN

Savings bank

BRITISH AIRWAYS

BRITISH TOURIST AUTHORITY

CAVENHAM

Bovril, Marmite

CITY OF COPENHAGEN

Public information

DANISH FLOUR COMPANY

Amo & Gluten flour

DANISH TOURIST AUTHORITY

DEFENCE COUNCIL

Recruitment

DFDS SEAWAYS

Passenger and freight transport

DUNLOP

Tyres, sports accessories

EAST ASIATIC COMPANY

Shipping

ELECTROLUX

Refrigerators, deep-freezers, etc.

FORD

Tractors

GENERAL FOODS

Ris-Fix, whipped cream substitute, Kockens spicery, Good Seasons salad dressing

MASTER FOODS

Dog and cat foods, Mars chocolate

MINISTRY OF EDUCATION

Education

AUSTIN REED

Men's wear

REVLON

Cosmetics

TEMANA

Institutional cleaning products

WARNER-LAMBERT

Schick razor blades

WILLIAMS/LAMCO

Williams Ultra Tør, Ultra Frisk, Come deodorants, Shavy shaving cream

AARHUS

AAGE JENSEN

Salami

GLYNGOERE

Canned fish

HITACHI

TV, radio, tape recorders

JUTLAND CREDIT BANK

MERRILD KAFFE

Coffee

SKARRIDSOE

Weekend houses, kitchen cupboards

Finland

Ogilvy & Mather Oy

Keskuskatu 1B, 00100 Helsinki 10, Telephone: 13 626

HELSINKI

BALLOGRAF

Bic pens

ALFRED BENZON

Sor-Bits, Natusan, Ben-ti, Bentasil

BRITISH AIRWAYS

BRITISH TOURIST AUTHORITY

CAVENHAM

Chewits candies

FINNLINES

Shipping company

GENERAL FOODS

Instant Maxwell House, Maxim

HÜRLIMANN

Beer

KUKKURAKAUPPA

Retail grocery chain

PEPSICO INTERNATIONAL

Pepsi and Teem soft drinks

RAVENHEAD

Glassware

SUOMEN SOKERI

Sugar

SUOMEN TUPAKKA (BAT)

Cigarettes

TEMANA

Institutional

WÄRTSILÄ

Arabia Enamel

WORLD WILDLIFE FUND

France

Ogilvy & Mather International Inc.

36 rue Brunel, 75017 Paris, Telephone: 754-6989

PARIS

AIR CANADA

AMERICAN EXPRESS

Banking, Travelers Cheques, Credit Card,
Travel

AVON

Cosmetics

BAUER (BOSCH GROUP)

Cameras

BEKAERT

Fences

BLAUPUNKT (BOSCH GROUP)

Automobile radios

BONGRAIN GERARD

Tartare and G ramont cheeses

BRITISH AIRWAYS

BRITISH TOURIST AUTHORITY

CAMPBELL'S

CIDER BOARD

EDITIONS ROMBALDI

Mail order books

HYGENA

Kitchens

KOREAN AIR LINES—EUROPE

LABORATOIRES FABRE

Beauty products, Elgydium toothpaste,
Ecoflor shampoo

LA MARTINIQUAISE

Port

LOCTITE

Strong glue

MATTEL

Toys

MERCEDES-BENZ

Cars, trucks

OXFORD (PAPETERIES LAROCHE JOUBERT)

Stationery

PARIS MUSHROOM BOARD

RONEO

Office furniture

SAFT LECLANCHE

Batteries

SAVONNERIES LEVER

Vigor, Dove, Wisk

TERRAILLON

Bathroom and kitchen scales

TUNISIAN TOURIST AUTHORITY

UNIROYAL EUROPE

Tires

VAN HOUTEN & ZOON

Instant breakfast, candy bar

WASA

Crispbread

Germany

Heumann, Ogilvy & Mather GmbH & Co.

Hainerweg 15, 6000 Frankfurt am Main 70, Telephone: (0611) 6-05-11

FRANKFURT

AKAI

Tape recorders

AEG-TELEFUNKEN

Power tools

AMERICAN EXPRESS

AVIS AUTOVERMIETUNG/DEUTSCHE
LUFTHANSA

Flydrive-Marketingverbund

AVON

Corporate

BEKAERT DEUTSCHLAND

Wire products

BLAUPUNKT (BOSCH)

Television sets

BRITISH TOURIST AUTHORITY

BUNDESVERBAND DES DEUTSCHEN
GÜTERFERNVERKEHRS

Cooperative advertising for German truck
owners

CAMPBELL'S SOUPS

V8 Vegetable Juice

COMMONWEALTH OF PUERTO RICO
ECONOMIC DEVELOPMENT

ADMINISTRATION

Advertising for industrial settlement

DAIMLER-BENZ

Mercedes-Benz vehicles, corporate

DEUTSCHE LUFTHANSA

Passenger, freight

DEUTSCHE SHELL

Shell gasoline, other automotive products
and services

DEUTSCHE SHELL CHEMIE

New products

EFFEM (MARS)

Pal and Hap dogfoods, Kitekat and Knabber-
Brekies catfoods, new products

FERRERO

Mon Chéri, Ferrero Küsschen, Duplo

FROMAGES BONGRAIN

Le Tartare and Caprice des Dieux cheeses

GENERAL FOODS

Maxwell Exquisit coffee, Reis-fit, Minute
Rice, new products

GUINNESS

Guinness bier

HENKELL

Carstens SC

HOECHST

Corporate (non-domestic)

LINGNER + FISCHER (BEECHAM)

Toiletries

MAPLE LEAF

Chewing gum

MERRILL LYNCH

R. J. REYNOLDS

M, Pro cigarettes, new products

TECHEM

Clorius gadgets measuring central heating
radiators

TEMANA

Vapona insecticides, Airbal air-freshener,
new products

UNILEVER

LANGNESE-IGLO

Frozen food

LEVER SUNLIGHT

Super Luzil washing powder, new products

SUNLIGHT SWITZERLAND

Vigor household cleaner

UNION DEUTSCHE LEBENSMITTELWERKE

Becel margarine, Becel oil, Becel creme,
Palmin and Palmin soft cooking fats

UNION CARBIDE

Glad

UNIROYAL

Tires

Hong Kong

Ogilvy & Mather (Hong Kong) Pte. Ltd.

Pacific House, 20 Queen's Road Central, Hong Kong, Telephone: 5-241176

HONG KONG

ALBERTO CULVER

VO-5 products

AMERICAN EXPRESS

Credit Card, Travel Service, Banking Service

ANGLO-SWISS

Cynar aperitif

ASIAN FOODS

Kraft Cheese, Pauls Milk, Daisy Butter,
Brown and Haley candy

ASIAN WALL STREET JOURNAL

AVON

Cosmetics

BAYER

Domestic insecticides

BOVRIL (CAVENHAM)

Beef and chicken extracts, Marmite, Virol

BRITISH AMERICAN TOBACCO

Ascot, Benson & Hedges Special Mild,
Tareyton, Du Maurier 120's, development
brands

BUPA

Medical insurance

BURMAH-CASTROL

Motor oil, industrial lubricants

CHINA ENGINEERS

Corporate

CHUBB

Safes, fire extinguishers

CP AIR

CREDIT SUISSE

Banking

DUNLOP

Tyres, sports goods

EDWARD KELLER

Kimberly Clark Products; Suchard
confectionery; Tobler chocolate; Pantene
hair dressing; Orlane beauty products;
Eversun sun protection; Saridon analgesic;
Manhattan shirts

FRANKLIN MINT

Coins, medals

GENERAL BOTTLING

7-Up

GENERAL FOODS

Maxwell House, Maxim and Sanka coffees;
Kool-Aid

GOVERNMENT INFORMATION
SERVICES

Public service advertising

GUINNESS

Guinness Export Stout

HANIMEX

Optical equipment

HEINEKEN

Lager beer

HONGKONG BANK GROUP

International, corporate

HONGKONG ELECTRIC COMPANY

Fortress Stores, retail appliances

HONGKONG UNITED DOCKYARDS

Ship repair

J. D. HUTCHISON

Bovril, Marmite, Virol, Chikril

ICI

Paints, wall-coverings, pharmaceutical
products

INTERNATIONAL COMPUTERS

Corporate

JARDINE ENGINEERING

York air conditioners, corporate

JARDINE MATHESON

Corporate communications

JONES LANG WOOTTON

Real estate

LEVER BROS.

Comfort Fabric Conditioner, Pears Shampoo

KOREAN AIRLINES

Service and corporate, Asian routes

MANHATTAN INTERNATIONAL

Shirts, pajamas

MARTELL

Cognac

MELCHERS

Rollei, Braun, 4711 Cologne, B&W audio equipment

MULLER & PHIPPS

Maxwell House, Maxim, Sanka, Kool-Aid; Quaker Oats

NEW ZEALAND INSURANCE

PAKISTAN INT'L AIRLINES

P&O

Passenger; travel service

SCHINDLER

Elevators

SEA-LAND

Shipping

UNION CARBIDE

Eveready, Glad Wrap, Prestone

UNITED PAPER

Sheaffer

UPALI GROUP

Kandos chocolate

VOLVO

Far East Corporate, Hong Kong retail (Cimbria Motors)

WARDLEY

Merchant banking

WARDLEY SWIRE

Assurance

India

Ogilvy Benson & Mather Pvt. Ltd.

Steelcrete House, Dinsha Wacha Road, Bombay 400 020, Telephone: 295124

Benson House, 1 Auckland Place, Calcutta 700 017, Telephone: 44-3406

3/18 Mount Road, Madras 600 002, Telephone: 83641

Allahabad Bank Building, 17 Parliament Street, New Delhi 110 001, Telephone: 310781

BOMBAY

AHMED MILLS

Edible oil

AMERICAN EXPRESS

Banking service

APOLLO TYRES

Tyres

BAYER

Household insecticides

BEECHAM

Macleans Freshmint, Silvikrin hair products

CADBURY-FRY

Bournvita

CORN PRODUCTS

Food products, beverages

GREAVES LOMBARDINI

Diesel engines

HINDUSTAN FERODO

Automotive and industrial asbestos materials

INDO-FRENCH TIME INDUSTRIES

Timestar watches

JOHNSON & JOHNSON

Band-Aid,* Baby Lotion, Permacel, CAREFREE,* baby soap, baby oil, Cotton Buds, prickly heat products, mentholated products, tropical soap, TEENAGE* Sanitary Napkins, medicated plasters, recruitment, Johnson's* Baby Complexion Cream

KAMANI GROUP

Industrial products

LARSEN & TOUBRO

Corporate, switchgear

MERCANTILE BANK (HONG KONG BANK GROUP)

Banking service

OBEROI-SHERATON

Hotel

PHILIPS

Musical Apparatus Division, electrodes, medical systems, personnel

POWER CONTROL & APPLIANCES

Domestic mixers

RALLIS (TATA-FISON)

Agricultural chemicals

RICHARDSON HINDUSTAN

Clearasil, Tonos-7, Vicks Cough Drops, Super Coolers, Action 500

SKEFKO INDIA BEARING

Industrial products

TATA OIL MILLS

Toiletries, edible oil, animal feed, non-dairy products, detergents (part)

VAKILS

Greeting, wedding and festive card department

VOLTAS

Machine Tool Division, Pharmaceuticals, Consumer Products Division (part)

CALCUTTA

ALKALI & CHEMICAL (ICI)

Alkathene, chemical products, corporate, Duco paints

BROOKE BOND

Coffee products, corporate

CHLORIDE INDIA

Storage batteries

DAS REPROGRAPHICS

Photo-electro copier

DUNLOP

Industrial products, corporate

GENERAL ELECTRIC

GLS lamps, tubelights, fixtures

JENSON & NICHOLSON

Paints, enamel (part)

METAL BOX

Corporate, services

OTTO INDIA

Coke ovens

SHAW WALLACE

Corporate, whiskies, yeast

UNION CARBIDE

Eveready flashlights, Eveready corporate, Arc Division

MADRAS

ASIA TOBACCO

Cigarettes

BINNY

Woollen and Terywool suitings, silk sarees, Cotswol, Binola

CARBORUNDUM UNIVERSAL

Abrasives, corporate

DOLLAR COMPANY (HADENSA)

Ointments

FACIT ASIA

"Facit 1720" Standard Typewriter

HIND MATCHES

Train and Sunflower safety matches

NEIVELI CERAMICS

Neycer Keramag Sanitaryware

PARRY

Motors, generating sets

SPENCERS

Air conditioners, watercoolers, heaters

VIJAYA BANK

Banking

NEW DELHI

BRITISH AIRWAYS

EAST INDIA HOTELS

Oberoi hotel chain

MODI GROUP

Sewing threads

RAUNAQ INTERNATIONAL

Export house

*Trademark of Johnson & Johnson

Indonesia

P.T. Indo-Ad

Jalan Melawai VI/27, Kebayoran Baru, Jakarta, Telephone: 772937

JAKARTA

AMERICAN EXPRESS

International Banking Corporation

BAYER

Baygon, Racumin, Refagan, Tonikum, new products

BEECHAM

Brylcreem, Amami Talc, Badedas, new products

BRITISH AMERICAN TOBACCO

Avion, Commodore, John Player Special, new products

CADBURY SCHWEPPE

Bournvita, Jeyes, new products

CARNATION

CAVENHAM

Bovril beef stock, Marmite

CITIZEN

Watches

DUNLOP

Tyres, Dunlopillo mattresses, sporting goods

ERESINDO JAYA

Gordon's Gin, Sanostol

FIRST INDONESIAN PLANT HIRE

Construction equipment hire

GILMAN

Girard Perregaux watches

GUINNESS

HILTON HOTEL

ICI

Paints

JOANNE DREW

Figure salon

KONIMEX

Konidin, Mexaquin, Napacin, new products

MAX FACTOR

Cosmetics

MERCK

Ethical pharmaceuticals

METROPOLITAN DEVELOPMENT

Real estate

MONIER

Concrete building materials

3M COMPANY

NICHOLAS

Naspro analgesic, Vincent's powders

PERUSAHAAN BIR

Beer Bintang

PFIZER

Ethical pharmaceuticals

PHILIPS

Electrical appliances and service

RENAULT

Cars

SCOTT & BOWNE

Scott's Emulsion

SHEAFFER PENS

SMITH & NEPHEW

Tensoplast

UNILEVER

Sunlight detergent soap, new products

UNION CARBIDE

Eveready batteries

WARNER-LAMBERT PARKE-DAVIS

Pharmaceuticals

Italy

Ogilvy & Mather S.p.A.

Piazza Santa Maria Beltrade, 1, 20123 Milano, Telephone: 802.351

MILAN

AMERICAN EXPRESS

Travellers Cheques Division, Card Division

AVON

Cosmetics

BAYER

Household products

BEECHAM ITALIA

Toiletry products

BEKAERT

Metallic fences

BRITISH AIRWAYS

BRITISH TOURIST AUTHORITY

GELSI (UNILEVER FROZEN FOODS)

Toseroni and Chiavacci ice creams

GIOVINETTI

Alpestre digestive, Glenlivet whisky

I.C.I. SOLPLANT

Plant protection

KAWASAKI MOTOR ITALIA

Motorcycles

MERCEDES-BENZ ITALIA

Trucks

PALITA (UNILEVER SUNDRY FOODS)

All products

RHEEM RADI

Water heater manufacturers

TERRAILLON

Scales

TRUST HOUSE FORTE

Forte Hotel Village

UNILEVER

LEVER, DIVISIONE DELLA UNIL-IT

New products

UNIROYAL

Tires

WORLD WILDLIFE FUND

Kenya

Ogilvy & Mather (Eastern Africa) Limited

P.O. 30280, Tumaini House, Nairobi, Telephone: 335588

NAIROBI

AFRO ELECTRIC

National radios, hi-fi and domestic products

AIR CANADA

ALITALIA

AMERICAN LIFE INSURANCE

ARISTOC

Hosiery

AVON RUBBER

Bicycle tyres, retreads, rubber products

BARCLAYS INTERNATIONAL

Banking services

BATA

Footwear

BOVRIL (CAVENHAM)

Bovril, Marmite

BRITISH AMERICAN TOBACCO

Sweet Menthol, Diplomat, Rex, Nyota cigarettes, corporate

BROOKE BOND

Kenna coffee

BRUCE MOTORS (GENERAL MOTORS)
Bedford, Vauxhall

BURROUGHS WELLCOME
Veterinary and medical products

CADBURY SCHWEPES
Bournvita, Canada Dry, chocolate, cocoa,
confectionery

CHESEBROUGH-POND'S
All products

CHLORIDE EXIDE
Motor vehicle batteries

DUNLOP
All products

EAST AFRICA INDUSTRIES (UNILEVER)
Lux, Astral, Omo, Sunlight, Signal,
Pepsodent, Vim, Kimbo, Cowboy, Tree Top,
Crisp 'n Dry

EAST AFRICAN BUILDING SOCIETY

GENERAL FOODS
Post Toasties

GILBEY'S
Gilbey's Gin, Smirnoff Vodka, J&B Rare
Whisky, Dubonnet, Kenya Cane

GUINNESS

HILTON HOTELS AND LODGES

JOCKEY
Y-front and T-shirts

JOHNNIE WALKER
Scotch Whisky

JOHNSON'S WAX
All products

JUBILEE INSURANCE

KENYA BREWERIES
Allsopps Pilsner, White Cap

KENYA CANNERS
Del Monte canned foods

KISUMU COTTON MILLS
Trevira fabrics and cotton prints

LEYLAND KENYA
Corporate

MASON & DAVIS
Ronson, Van Heusen

MASSEY-FERGUSON
All products and corporate

MOTOR SERVICE COMPANY
Renault

NATION GROUP NEWSPAPERS

OLYMPIC AIRWAYS

PEPSICO
Pepsi-Cola

RANK XEROX
All products and corporate

RAYMOND WOOLLEN MILLS
Knitwear and suitings

SADOLINS
Paints and varnishes

SERENA
Hotels and lodges

SHELL & BP
All products

Malaysia

Ogilvy & Mather (Malaysia) Sdn. Berhad

Balai Berita, 31 Jalan Riong, Kuala Lumpur 22-03, Telephone: 21411

KUALA LUMPUR

BORNEO COMPANY

CAVENHAM: Bovril, Chikril, Marmite;
Scott & Bowne, Tabac

BORNEO MOTORS

Toyota

BORNEO SUMATRA TRADING COMPANY

Cartier watches and lighters, Silver Match
lighters

CENTURY MOTORS

Renault

CHAMPION MOTORS

Volkswagen, Audi, Rover

CHASE MANHATTAN BANK

CHESEBROUGH-POND'S

Odorono, Vaseline Intensive Care, Angel
Face, Pond's Facial Cleanser

DUNLOP

Tyres, Dunlopillo, sports goods

GUINNESS

Guinness Stout, Gold Harp Light Special
Pilsner

I.C.I.

Paints

JOHNSON & JOHNSON

Baby powder, shampoo, lotion, feminine
hygiene products

LAM SOON

Knife cooking oil, May soap, Daisy margarine

MALAYAN TOBACCO

Benson & Hedges Luxury Blend, Benson &
Hedges Special Filter, Capstan, Lucky Strike,
Player's Gold Leaf, John Player Classic,
Rough Rider, new brands

METROJAYA

Department store

3M

All products

NESTLÉ

Cerelac, Lactogen, Milkmaid, Milo,
Nescafe, Nespray, Maggi sauce, Libby
products

NEW STRAITS TIMES GROUP

Newspapers, magazines

NORTH BORNEO TRADING COMPANY

Motor division

ORCHARD MOTORS

Vauxhall, Bedford, Holden

PHILIPS

Electrical and electronic equipment, lighting

SHELL

Motor oil, chemicals

TEXWOOD LIMITED

Texwood jeans, sports wear

TRACTORS MALAYSIA

Caterpillar equipment, Ford tractors

UNION CARBIDE

Eveready batteries, flashlights

Mexico

Panamericana de Publicidad, S.A.

Paseo de la Reforma 133-14th Floor, Mexico City 4, D.F., Telephone: 546-26-30

MEXICO CITY

ACEROS ESMALTADOS

Acros gas stoves, electric refrigerators

AMERICAN EXPRESS

Card and Travel Divisions

ANUNCIOS EN DIRECTORIOS

Yellow Pages Telephone Book

AVON

Cosmetics

BANCO INTERNACIONAL

Banking operations

BEECHAM

Mistral deodorant, Eno antacid, new products

BEIERSDORF

Nivea products

BRAUN DE MEXICO

Electric lighters, electric razors, hair dryers and other household appliances

BRITISH TOURIST AUTHORITY

CIGARRERA LA MODERNA

Capri, Viceroy, Record, Sport cigarettes

CINZANO

Cinzano vermouth

THE COCA COLA EXPORT CORP.

Fanta, Sprite, Salta soft drinks, new products

CORDON REAL

Brandy, new products

DESTILBY

Smirnoff vodka, Gilbey's gin

DISTRIBUIDORA ATLANTIDA

White Label whisky, Ancestor's whisky, Bisquit cognac

DISTRIBUIDORA DEL CENTRO (VANART)

Shampoos and hair colorants

DUBONNET

Dubonnet liquor

EDITORIAL CABALLERO

Caballero magazine (Playboy)

GARZA GAS

Domestic gas

HOME PRODUCTS (AMERICAN HOME PRODUCTS)

Black Flag, 3 en 1 furniture polish and lubricating oil, Sperti, Dristan, Anacin, Easy-Off, Griffin, Bon-Ami powder cleansers, detergents and light-duty detergents, Wizard household cleaners, Tim diaper detergents, Nocaut insecticide, Pam vegetable cooking spray

KLM (CIA. REAL HOLANDESA DE AVIACION)

KOBLENZ ELECTRICA

Vacuum cleaners, washing machines, rug and carpet cleaners, electric power adjusters

MEZQUITAL DEL ORO

Poultry

NESTLÉ

Nescafé, Maggi products, Crosse & Blackwell sauce, Quik chocolate drink, La Lechera; public relations

RON CASTILLO

Rum

UNIROYAL

Tires

VALLE REDONDO

Wines and spirits

The Netherlands

Ogilvy & Mather B.V.

Westerdokhuis, Barentszplein 7, Amsterdam, Telephone: (020) 26 60 61

AMSTERDAM

AGAM

Mercedes-Benz cars

AMERICAN EXPRESS

Travelers Cheques, Credit Card

ANDREAS ZIEKENHUIS

Personnel recruitment

AVON

Cosmetics

BARENDS

Tabasco, Sicilia, Campbell Soups, Ribena

BEECHAM

Aquafresh, Lovely & Free, Badedas,
Badedouche, development product

BEKAERT

Fences

ALFRED BENZON

Ben-Bits chewing gum, Natusan baby care
products, Ben-Ti liquorice

LUCAS BOLS

Claetyn, Joseph Guy, Tia Maria, John
Jameson, liqueurs

BOVRIL (CAVENHAM)

Marmite

BRITISH AIRWAYS

BRITISH TOURIST AUTHORITY

CHEMPROHA

Chemicals

CLING PEACH ADVISORY BOARD

Californian peaches, fruit cocktail

CO-OP MARKETING

Grocery chain

DUTCH RECORD COMPANY

Personnel recruitment

INSTITUTIONAL SHERRY CAMPAIGN

JEEP JEANSMAKERS

Denim clothes

MERRILL LYNCH PIERCE FENNER &
SMITH

MÖLNLYCKE

New development projects

NEDERLANDSE OMROEP STICHTING

Personnel recruitment

NOORD-ZUID HOLLANDSE VERVOER

MAATSCHAPPIJ

Personnel recruitment

P & O LINES

RECKITT & COLMAN

Steradent

R. J. REYNOLDS TOBACCO

New developments

SHELL

Automotive theme campaign, after market
and local retail advertising

STICHTING KONINKLIJK

ONDERWIJSFONDS V.D.

SCHEEPVAART

Personnel recruitment

STICHTING VERPLEEGTEHUIZEN

Personnel recruitment

STICHTING DE STOLPE

Personnel recruitment

STORK

Personnel recruitment

SWARTBERG

LEVENS MIDDELENFABRIEKEN

Personnel recruitment

TEMANA

Insecticides

TOMADO

Household articles

UNILEVER

IGLO/OLA

Deepfrozen and ice cream products

UNIROYAL

Tyres

UNIVERSITY OF AMSTERDAM

Personnel recruitment

WISSELINK'S TEXTIELFABRIEKEN

Damai bed sheets

WORLD WILDLIFE FUND

New Zealand

Ogilvy & Mather (New Zealand) Ltd.

60 Parnell Road, Auckland, Telephone: 34-929

World Trade Center, Sturdee Street, Wellington, Telephone: 851-709

AUCKLAND

AHI AGENCIES

Industrial and consumer products

AHI CHEMICAL ENGINEERING SERVICES

Effluent treatment systems

AHI CLOSURES

Plastic closures

ANSETT-PIONEER

Coach tours

BONDS

Apparel

BUTLAND INDUSTRIES

Jams, marmalade, processed cheese, fruit mix

CADBURY SCHWEPPE'S HUDSON

Special project

CROWN CRYSTAL GLASS

Glass packaging, lighting, tableware

DUNLOP SPORTS

Sports equipment

ETA FOODS

Snack foods, oils, dressings, sauces

FLEMING AND COMPANY

Breakfast cereals

HYGRADE PACKAGING

Folding cartons & fibreboard cases

JOHNSON'S WAX

Personal care & household products

KLISSERS FARMHOUSE BAKERIES

Bread

MARSHALL CAVENDISH

Partworks

MARTIN PRINTING

Printing and stationery

MAZDA MOTORS

Motor vehicles

MODULOCK

Buildings

N.Z. GLASS MANUFACTURERS

Glass packaging

NEW ZEALAND INSURANCE GROUP

Insurance, trust and finance services

NOBILO VINTNERS

Wines

NYLEX PRODUCTS

Vinyl products

P & O

Passenger lines

RECKITT & COLMAN

Syrups, baby foods, crispbreads

RHEEM INDUSTRIES

Hot water systems and containers

SOUTH PACIFIC CREDIT CARD

American Express

W. F. TUCKER

Convenience foods

TULLEN INDUSTRIES

Multipurpose shears

UNITEX FABRICS

Sheets and furnishings

W. D. & H. O. WILLS

Cigarettes

WELLINGTON

BANK OF NEW ZEALAND

Banking services, recruitment

BATA

Footwear

BONDS

Pantyhose

BOVRIL (CAVENHAM)

Bovril

BRITISH TOURIST AUTHORITY

Tourist promotion

DATABANK SYSTEMS

Recruitment

DUNLOP

Tyres

FELTEX

Carpets

LENTHERIC MORNLY CYCLAX

Cosmetics, fragrances

LYTE ALUMINIUM

Aluminium products

ALLAN NEWBOLD

Retail promotion

NEWSPAPER PUBLISHERS'

ASSOCIATION

NEW ZEALAND WOOL BOARD

Wool promotion

PHILIPS ELECTRICAL INDUSTRIES

Consumer products, service, professional & industrial products

PRECISION ENGINEERING

Office equipment

PRICE WATERHOUSE

Recruitment

ROYAL NEW ZEALAND AIR FORCE

Recruitment

SAVE THE CHILDREN FUND

Fund raising

SHELL

Industrial and agricultural chemicals

UNILEVER

AFD foods, fabric softener

WILSON DISTILLERS

Whisky

WORLD WILDLIFE FUND

Nigeria

Ogilvy Benson & Mather (Nigeria) Ltd.

Investment House, 21/25 Broad Street, Lagos, Telephone: 26140

LAGOS**BARCLAYS BANK****BEECHAM**

Macleans & Aquafresh toothpastes; Adult Phensic, Children's Phensic, Ribena, Lucozade, Ashton & Parson, Veno's, Extravite, Body Mist deodorant, Beecham powders, development projects

BLACK & DECKER

Power tools

BOOTS

Pharmaceutical products, Lady Gay cosmetics, baby products

BOULOS ENTERPRISES

Suzuki motorcycles, outboard motors

BROSSETTE

Wall and floor tiles, bathroom and kitchen equipment/furnishings, aluminium doors and windows, industrial storage, steam and steels

CADBURY

Super Pronto beverages; Confectionery: Goody Goody, Tom Tom, Miki Miki, Hip Hip, Buttermint, Bazooka gum; Foods: Tomapep puree, Pounded Yam

CANADA DRY

Soft drinks

C.A.R.S.

Vehicle spare parts

CHESEBROUGH-POND'S

Petroleum jelly (Vaseline), shampoo, hair dressing, vanishing cream, powder, Q-tips, Cutex nail polish

CRITTALL-HOPE

Aluminium windows

DRAKE & SCULL

Mechanical, air-conditioning and electrical engineers

DUNLOP

Tyres, adhesives, sports, floor tiles, industrial and commercial hose

GLAXO

Glucose products, multivitamin tablets, syrup and drops, tonic, various cough and tonic preparations and ethical products

JOHNSON WAX

Raid insecticide, Glade air freshener, Dazzle bleach, Stockade disinfectant, US deodorant

KELLOGG'S

Cornflakes

KINGSWAY CHEMISTS

Kodak, Bell & Howell, Seward

KLM ROYAL DUTCH AIRLINES

NATIONAL (SHELL)

Gasoline motor oil, grease and industrial oils

NIGERIAN BREWERIES

Gulder Lager Beer

NIGERIAN TOBACCO COMPANY (B.A.T.)

Benson & Hedges, 555 By State Express, Player's Gold Leaf, Embassy range, Flight, Sweet Menthol, Bicycle, Mars, Three Rings, Galleon, Varsity, Viceroy, Hilton, and High Society cigarettes; Henri Winterman cigars

G.B. OLLIVANT

Izal germicide, Izal disinfectant

PAN AM

PARKE-DAVIS

Camoquin antimalarial, Abidec infant multivitamins, Livibron tonic, Benylin cough syrup, others

PEUGEOT AUTOMOBILE

Automobile assembling plant

PHILIPS

Record players, TV sets, radios, batteries, cassettes, lighting, domestic appliances, professional systems

SABENA AIRLINES

SANDOZ

CA-C 1000 tonic tablets

S.C.O.A.

Peugeot cars and trucks

SCOATRAC

Earthmoving equipment, construction machinery, forklift trucks

A. J. SEWARD

Trim hair cream, Morning Glory body cream

UNION CARBIDE

Eveready batteries

Norway

Ogilvy & Mather A.S.

Meltzersgate 4, Oslo 2, Telephone: 02-56-77-90

OSLO

ADRESSEAVISEN

Trondheim newspaper

AIR CANADA

ALLWEILER NORGE

Shipping and industrial pumps

AMERICAN EXPRESS

Travelers Cheques

ASTRUP & AUBERT

Contractors

ALFRED BENZON

Sor-bits chewing gum, Ben-Ti and Bentasil pastils, Natusan baby care

BOFORS TIDAHOLM

Flagpoles

BRITISH AIRWAYS

BRITISH TOURIST AUTHORITY

DE-NO-FA OG LILLEBORG FABRIKKER

Lanelle sanitary napkins

DFDS SEAWAYS

Passenger traffic

DOUWE EGBERTS

Moccona Coffee

DU PONT

Dacron fiberfill, Fibertex

FORENEDE MARGARINFABRIKKER

Edel, Soft Soya margarine, Mills food products

FRANKLIN MINT

Collector's items

HAEHRE

Construction machinery

HÄSSLE-CIBA-GEIGY

Balacid pharmaceuticals

COLLETT-MARWELL HAUGE

Stomatol toothpaste, Stomafix dental fixture, Elect hair care, perfume, cosmetics

IAZ INTERNATIONAL NORWAY

Zanussi refrigerators, freezers, washing machines, dishwashers

KVINNER OG KLÆR

Ladies' Journal

LANDSFORENINGEN MOT KREFT

Norwegian Cancer Society

LAPIDUS

Lapidus ladies', men's apparel

MALUNGSBUTIKERNA

Leather jackets and coats

O. MUSTAD

Mustad, Pozidrive, Olfa tools

INGAR NILSEN

Import agents, shipbrokers, Hinomoto tractors, trench diggers

NOKIA

Nokia paper products

NOPAL

Norgesplaster (band aid), Sopps spaghetti, macaroni, Black Boy spices, Ming rice

NORGES BLINDEFORBUND

Norwegian Association for the Blind

NORGES IDRETTSFORBUND

Norwegian Sports Association

NORGES RØDE KORS

Red Cross Organization

NORSK PLANTELIM

Arabin vegetable glues

NORSKE FOLK LIVS-OG

PENSJONSFORSIKRING

Insurance

NORWEGIAN SKI COUNCIL

Export Organization

OSRAM-FABRIKKEN

Osram electrical bulbs, lamps

PEPSICO INTERNATIONAL

Pepsi-Cola, Teem soft drinks

THE RAVENHEAD COMPANY

Glassware

REVLON NORGE

Revlon cosmetics

SAAB NORGE

Saab, Autobianchi cars, dealers, accessories, spare parts, car rental

SCANAUSTRAL

Shipping line

SHELL

Automotive, Information Department

SHIPPING & FINANCE

Financial brokers

STATENS EDRUSKAPSDIREKTORAT

Government Office for Sobriety

STATENS INFORMASJONSTJENESTE

Norwegian State Information Service

STATENS SKOGSINDUSTRIER

Assi wood-based products

SUVEREN SKOFABRIKK

Suveren boots

SVERIGES TURISTBYRÅ

Tourist traffic

TEMANA

Chemicals

WARNER-LAMBERT

Schick razors

Singapore

Ogilvy & Mather (Singapore) Pte. Ltd.
16c Cecil Street, Singapore 1, Telephone: 92821

SINGAPORE

ALBERTO-CULVER VO5

Hair spray, shampoo, Apple Talc

AMERICAN EXPRESS

International Banking, Credit Card

AMERICAYA

Retail shoe store, Marelli, Florsheim

ANGLO-SWISS

Cynar Aperitif, Bon Cafe Coffee, Fieldcrest Linen

BAYER

Baygon, MEB aerosol, Insecticides, Agro chemicals

BENJAMIN & SONS

Lanvin, Formfit, Glomesh, Playmobil, Lone Ranger

BORNEO COMPANY

Rolex watches, Tudor watches, consumer products

BOSCH

Blaupunkt car radios, accessories, automotive spare parts, power tools

BRITISH AMERICAN TOBACCO

Singapore Tobacco Company development projects

CADBURY SCHWEPPEs

Jeyes household products, Schweppes aerated waters

CAVENHAM FOODS

Bovril, Chikril, Marmite

CHESEBROUGH-POND'S

Odorono, Vaseline Intensive Care Lotion, Lemon Cream Facial

CHUBB

Safes, security systems, fire protection and fire-fighting equipment

DUNLOP

Mattresses, sports goods

THE EAST ASIATIC CO.

Consumer, industrial, printing products, shipping, Vespa scooters

GILMAN

Citizen watches

GOODWOOD HOTELS

Goodwood Park, Ladyhill, Ming Court, Malaysia

GUINNESS

Guinness stout

HENKEL

Henkel Glues, Dixan Detergent, Fa toilet soap

HONGKONG & SHANGHAI BANK

Banking, financial services

INTERNATIONAL CORRESPONDENCE SCHOOLS

JARDINE SANDILANDS

All products

KOREAN AIRLINES

METRO HOLDINGS

Cartier, Michel Herbelin

MOUTRIE

Texwood jeans

MULLER & PHIPPS

Quaker products

MULTI-CORPORATION

Earthmoving equipment

3M

All products

OLIVETTI

Business machines

PAN AMERICAN AIRWAYS

Passenger, cargo

PAN ELECTRIC

Household white goods

PHILIPS

All divisions

SCOTT & BOWNE

Scott's Emulsion, Vykmim

SHEAFFER PENS

SHELL

Personnel

SHULTON

Old Spice, Breck

SIME DARBY

Corporate, Shoppers City

SMITH KLINE & FRENCH

Contac 500

STRAITS STEAMSHIP

Corporate, properties

STRAITS TIMES GROUP

Business Times Daily, New Nation,
The Straits Times, publications

TEMENGGONG

A & W fast food chain

UNION CARBIDE

Eveready batteries

UPALI

Kandos confectionery

WAYFOONG MORTGAGE & FINANCE

South Africa

Van Zyl & Schultze, Lund & Tredoux (Pty.) Ltd.

Music Centre, 124 President Street, Johannesburg, Telephone: 23-2591

JOHANNESBURG**ALITALIA****AMERICAN EXPRESS**

Credit Card, Travellers Cheques, Travel
Services

ARGUS PRINTING & PUBLISHING

The Star classifieds

ASOKOR

Processed meat and butcheries

ATOMIC ENERGY BOARD

Recruitment

BARLOWS APPLIANCES & TV

National and BarlowVision TV sets, Wadley
radios, Telarama TV rental

BEECHAM SOUTH AFRICA

Aquafresh, Macleans, Brylcreem, Eye-Gene,
Rain Soft Shampoo, Silvikrin, new projects

BRITISH TOURIST AUTHORITY**ELLERMAN HARRISON CONTAINER
LINES****ERVEN LUCAS BOLS**

Bols brandy, Bols liqueurs

FEDMIS

Agricultural fertilizers, corporate, recruitment

GLENTON & MITCHELL

E. G. ground coffee and instant coffee, Van
Riebeeck instant coffee, Kloof ground coffee,
Joko tea and tea bags, Tamella Tips tea, Telly
Tips tea

IMPALA PLASTICS

Polyethylene piping, synthetic rubber

J. H. ISAACS

Property

JOHNSON & JOHNSON

Antiseptic Powder, Band-Aid, dental floss,
Stayfree, new projects

LION CHEMICALS (OLIN U.S.A.)

HTH pool chemicals

MAIZE BOARD

Maize products

MASSEY-FERGUSON

Tractors and farm implements

NATIONAL CHEMICAL PRODUCTS

NCP Yeast, Vitaspred

NEDBANK

Banking, recruitment

NESTLÉ

Chocolates, condensed milk, tinned cream,
Ideal evaporated milk, Molico, Nespray,
Instant Nespray, Milo, Nesquik, Flair, new
projects

PROLUX PAINT HOLDINGS

Dulux and Rockgrip paints, Paint 'n Paper retail stores

PUBLIC SERVICE COMMISSION

Institutional, recruitment

RAND AFRIKAANS UNIVERSITY

RETCO

Property

R-M PHARMACEUTICALS

Vicks Vaporub, Nasal Spray, Cough Drops, new projects

ROTOMOWERS

Victa lawnmowers, Victajet

SAPPI

Typek Bond, Lord Ariston (office printing papers)

SEAGRAM OVERSEAS SALES COMPANY

100 Pipers whisky, Chivas Regal scotch, new project

SENTRACHEM

Rumevite animal feed concentrates, industrial chemicals, recruitment, corporate

SHELL

Petrol, oil, gas, corporate, recruitment

SHOE CORPORATION OF AFRICA

Barker, Crockett & Jones, Hush Puppies, Jack & Jill

SHOE CORPORATION SHOE STORES

Barnes, Cuthberts, Select-a-Shoe

SOUTH AFRICAN BREWERIES

Castle Lager, Amstel, Castle Milk Stout, Hansa Pilsener, Lion Ale

SOUTH AFRICAN BROADCASTING CORPORATION

SABC-TV, Springbok Radio commercial service, corporate, recruitment

SOUTH AFRICAN IRON AND STEEL

Recruitment, corporate

SOUTH AFRICAN MUTUAL LIFE ASSURANCE SOCIETY

Insurance, property, recruitment

SOUTH AFRICAN RAILWAYS & HARBOURS

Rail services, tours, travel services

SPARLETTA

Aerated soft drinks

THE STELLENBOSCH FARMERS' WINERIES

Lieberstein, Nederburg range, Kellerprinz range and Taskelder range of wines, Casino, corporate, new projects

UNILEVER

ELIDA-GIBBS

Ego, Impulse, Pears range of soaps and cosmetics, Shield range of deodorants and soaps, new projects

LEVER BROS.

Cold Water Omo, Comfort, Breeze, new project, PR campaign

VAN DEN BERGH & JURGENS

Melrose cheese, Unox soups, new projects

URANIUM ENRICHMENT CORP.

Recruitment

WHITEHALL PRODUCTS

(AMERICAN HOME PRODUCTS)

Anadin, Freezone, Prep H, Sleepze, Infrarub, Bisodol, Denorex, Immac

WOOL BOARD

Woolmark wool, Wooldportsters, Nouwens carpets

Sweden

STB AB Svenska Telegrambyrån

Kungsgatan 18, S-105 13 Stockholm, Telephone: 08-14 21 00
Storgatan 8-10, Box 324, S-581 03 Linköping, Telephone: 013-14 63 60
Folkungagatan 20, S-411 02 Gothenburg, Telephone: 031-80 02 20
Älvgatan 11, Box 466, S-651 07 Karlstad, Telephone: 054-11 53 45
Rundelsgatan 16, S-203 12 Malmö, Telephone: 040-706 30

STOCKHOLM

AIR CANADA

AMERICAN EXPRESS

BRITISH AIRWAYS

BRITISH AMERICAN TOBACCO
Lucky Strike, New Look

BRITISH TOURIST AUTHORITY

CAVENHAM
Bovril, Marmite

FINNLINES
Ferry line

FORD
Tractor division

GENERAL FOODS
Maxwell House, Premiär, Siesta coffees, Post
products, new products

GENERAL MOTORS NORDISKA
Vauxhall, Chevette, Bedford

PEPSICO INTERNATIONAL

RAVENHEAD
Glassware

REVLON
Cosmetics

SÄLJBOLAGET
Brokers; Fisons, Play Music, Borden

SOHLMANS
Music directories

SVENSKA PENNINGLOTTERIET
Swedish State Lottery

SVENSKA SHELL

TEGNER & SON (CINZANO)
Wine agent; Cinzano, Crofts, Marie Brizard,
Beaujolais Patriarche, Cruse Monopole

TELEVERKET

Telecommunications Board

TEMANA

New product development; institutional;
insecticides

UNILEVER/SUNLIGHT
Comfort, Dav, new products

WARNER-LAMBERT
Schick products

WÄRTSILÄ
Arabia enamel

LINKÖPING

ESSELTE PAC
Packaging systems

FIX
Children's clothes

GRÄNGES ENGINEERING
Institutional

GULLRINGSHUS
Prefabricated houses

LÄNSSTYRELSEN I ÖSTERGÖTLANDS
LÄN
Local community advertising

MALTE MÅNSON
Electrical power tools, diesel engines

NIFE-JUNGNER
Nickel cadmium batteries

SAAB-SCANIA
Institutional, aircraft, process control
systems

SARA ÖSTERGÖTLAND
Restaurants

STAL-LAVAL
Institutional, turbines, heat exchangers,
refrigeration systems

GOTHENBURG

ARLA/SMR

Dairy products

AUSTIN REED

Men's wear stores

AVON

Cosmetics

BALLOGRAF

Ballpens

BASF

Sound recording tape, institutional

BEIERSDORF

Tape, medical supplies

BIL & TRUCK

Volvo distributor

CIBA-GEIGY

Resyl

CITRUS MARKETING BOARD OF

ISRAEL

GÖTEBORGS KOMMUN

Local community advertising

HANDIC

Sport and leisure equipment

HÄSSLE

Bamyl headache remedy

LAPIDUS OF SWEDEN

Women's wear

NORDLÖFS SKOMODEHUS

Shoe retailer

PARK AVENUE HOTEL

POSTSTYRELSEN

State postal information

SARA VÄST

Hotels and restaurants

SVEREK

Recreation villages, water resources

SVERIGES TURISTRÅD

Swedish tourist activities outside

Scandinavia

TIGER-PINGVIN

Men's wear

TURITZ & COMPANY

"Grand" department store

KARLSTAD

AGA/CTC-THERMIA

Water heating

BERGENE

Sweets

BILLERUD

Recruitment

BOFORS

Plastic division; recruitment

UDDEHOLM

Chemical and Forest Industry divisions;
recruitment

MALMÖ

ALLMÄNNA BRAND

Insurance

BEECHAM

Brylcreem, Badedas, Aqua Fresh

ALFRED BENZON

Pharmaceuticals, chewing gum

IFÖ

Sanitary ware, building material, porcelain,
electrical insulation

IVO FOOD

Broilers

MALMÖHUS LÄNS LANDSTING

County Council community information

MALMÖ KOMMUN

Community advertising

MAZETTI (FAZER)

Household products

NORDSJÖ (BAYER)

Paints

NORTHERN IRELAND

Industrial investment

PLM

SUPRA

Artificial fertilizers

TRADEBANCO

Tabac Original, Brut 33, Margaret Astor,
Vileda

TRELLEBORGS GUMMIFABRIKER

Tyres

UNILEVER/NOVIA

Catering Division

Thailand

Ogilvy & Mather (Thailand) Ltd.

HLR Building, 285 Convent Road, Bangkok, Telephone: 233-4471

BANGKOK

ALASKA MILK

AMERICAN EXPRESS

BAYER

Eldoform, Yomesan, Canesten, Lasonil,
Bayer Tonic, Dilatol, Baygon, Oko, Baytex
Dust, Racumin, Autan, Delial, Bayfresh

BERLI JUCKER

Berli Jucker Travel Office, Alberto Culver,
Dial soap and shampoo, electrical products,
Hom Naan, Rosette and Parrot soaps, Tobler
Chocolate, Thai Glass Industries, 4711 Eau
de Cologne

BOOTS

THE BORNEO COMPANY

Cadbury Schweppes, Cadbury Chocolate,
Cavenham Foods, Helene Curtis, Lea &
Perrins, Moccona Coffee, Huntley &
Palmers, Vykin, Similac Powdered Milk,
Scott & Bowne

BORNEO ENGINEERING

Camping Gaz, Du Pont, Detroit Diesel,
Norton Abrasive, Pammastic Paint, Rotraco,
Wiltshire Files

CARNATION

CASTROL

DUNLOP

Dunlopillo

ERICSSON TELEPHONE

FEUDOR

Flick lighters

FIRST NATIONAL CITY BANK

FOREMOST DAIRIES

Milk, ice cream, cultured products,
novelties, ice cream parlours

B. GRIMM

Carrier air conditioners, Siemens electrical
goods, Nu Swift fire extinguishers

GUINNESS

HAGEMEYER-HOLLAND-THAI

Droste cocoa, Imco lighters, Martell,
Morphy Richards, Moulinex, Old Spice, OK
chewing gum, Prestige kitchenware, Setron
sound equipment, Verkade chocolate,
William II cigars

HONGKONG & SHANGHAI BANK

INDUSTRIAL SYNDICATE

Faber Castell writing instruments

ITALTHAI

Corporate

JOHNSON & JOHNSON

New products

KOREAN AIR LINES

LEVER BROTHERS

LEVI STRAUSS

MAERSK LINE

MERCEDES-BENZ

E. MERCK

Iliadin, Neurobian

MERCK SHARP & DOHME

MULLER & PHIPPS

Raming Tea

3M

NEW ZEALAND INSURANCE

PAN AMERICAN WORLD AIRWAYS

PATHRA HOUSING

PRESIDENT HOTEL

RALSTON PURINA

RICHARDSON-MERRELL

Vicks Cough Drops, Vaporub, Vicks inhaler

ROLEX

SHEAFFER

SINGER

THAI SCOTT PAPER

Cella Facial Tissues, Cellox Toilet Tissues,
Scott Napkins, Scotties, Lady Scott

UNION CARBIDE

UNIVERSAL FOODS

United Kingdom

Ogilvy Benson & Mather Ltd.

Brettenham House, Lancaster Place, London, WC2E 7EZ, Telephone: 01-836 2466

Ogilvy Benson & Mather (Scotland) Ltd.

Ashley House, 181-195 West George Street, Glasgow, G2 2PN, Telephone: 041-248-4256

LONDON

AGA KHAN

Bloodstock

AIR CANADA

AMERICAN EXPRESS

AVON OVERSEAS

Cosmetics

BEECHAM PRODUCTS

Badedas, Midas foam bath, Hiltone, shaders and toners, hair products

BOVRIL (CAVENHAM FOODS)

Bovril, Marmite, Stock Maker, Vending & Catering Division, cubes, new savoury and spread product developments

BRITISH AIRWAYS

EUROPEAN DIVISION

BRITISH GAS

Cookers

BRITISH OXYGEN

Sparklets

BRITISH POULTRY MEAT

ASSOCIATION

Chickens

BRITISH STEEL CORPORATION

National and international advertising, Special Steels Division

BRITISH TOURIST AUTHORITY

BRITISH TURKEY FEDERATION

CAMPAIGN FOR COMPANY PENSIONS

CAMPBELL'S SOUPS

Soups, meatballs, vegetable juice, stews, spaghetti sauces, new products

CANADA DRY

Soft drinks

CENTRAL OFFICE OF INFORMATION

Pedestrian road safety

CINZANO

Bianco, Rosso, Secco vermouths

COSTA SMERALDA

Real estate

FARLEY HEALTH PRODUCTS

Farlene, Farex, Farley's Baby Rice, Farley's Rusks, Farex Fingers, Ostermilks, Complan, new product development

FLOUR ADVISORY BUREAU

Bread

FORD MOTOR

GENERAL FOODS

New product developments

GILLETTE

Foamy, Paper: Mate, Desk: Mate, Tempo, Capri, Toni, Tame, Casual, Adorn, Dry Look, Earth Born, new product developments

IMPERIAL CHEMICAL INDUSTRIES

Corporate, plastics

INDEPENDENT TELEVISION

PUBLICATIONS

Television programme magazine (TVTimes)

INTERNATIONAL COMPUTERS

Computers and related equipment

MERRILL LYNCH INTERNATIONAL

MILK MARKETING BOARD

(and four Statutory Boards)

3M UNITED KINGDOM

NATIONAL DAIRY COUNCIL AND DAIRY COUNCILS FOR NORTHERN IRELAND AND SCOTLAND

Company of Scottish Cheesemakers

PALIToy

Toys and Games

PEDIGREE PETFOODS

Bounce, Mick, Lassie, Loyal, Swoop, Trill

JOHN PLAYER & SONS

Medium Navy Cut, Gold Leaf, No. 6, No. 6 Classic, No. 6 King Size, No. 6 Extra Mild, No. 10, Mild de Luxe, corporate, development products

RAVENHEAD COMPANY

Ravenhead table glassware

REDIFFUSION

TV rentals and sales

RONSON PRODUCTS

Lighters, blowtorch, camping stove

ROWNTREE MACKINTOSH

Aero, Toffee Crisp, Mint Cracknel, Nutty, Beech-Nut, Breakaway, Blue Riband, Caramel Wafer, Duet, Sun-Pat products, cheese spreads, grocery and confectionery developments

J. SAINSBURY

National and local advertising, supermarket and freezer centre openings

H. SAMUEL

Jewelry, watches

SHELL INTERNATIONAL PETROLEUM

International consultancy

SHELL U.K. OIL

Corporate, petrol, motor oils, anti-freeze, central heating, agricultural fuels and lubricants, paraffin

SMEDLEY-HP FOODS

HP Sauce and Sweet Pickle, Daddies Sauce, Lea & Perrins Sauce, Lea & Perrins Curry Sauce, Smedley sausage rolls, Epicure pickles, new development brands

SMITHS FOOD GROUP

Smiths Crisps, Quavers, Salt 'n' Shake Crisps, Smiths Potato Sticks, 'Square Crisps,' Whole 'n' Gold, new development products

TEMANA

Airbal

TRUST HOUSES FORTE

Hotels, catering

UNILEVER

BACHELORS FOODS

Canned & dried vegetables, cooking aids, "mushy" and processed peas, quick-dried peas and beans, pie fillings, squash, new products

LEVER BROTHERS

Comfort, Vigor floor cleaner, new product development

LEVER IBERICA

Comfort

LEVER'S SUNLIGHT B.V.

Comfort

UNILEVER EXPORT

Surprise peas and beans, Pears Shampoo, Pears Soap (Overseas), Impulse Body Spray, Comfort

VAN DEN BERGHS AND JURGENS

Spry, Spry Crisp'n Dry

WILLIAMS & GLYN'S BANK

WOOLWICH EQUITABLE BUILDING SOCIETY

GLASGOW

ABERDEEN & DISTRICT DAIRY COUNCIL/MILK MARKETING BOARD

CITY OF GLASGOW DISTRICT COUNCIL

Corporate

COMPANY OF SCOTTISH CHEESEMAKERS

ERSKINE HOSPITAL

Charity

A. GOLDBERG & SONS

Retail stores

HEPBURN & ROSS

Red Hackle Whisky

HIGHLANDS & ISLANDS DEVELOPMENT BOARD

Tourism

LAW SOCIETY OF SCOTLAND

Institutional

McKELLAR WATT

Fresh and frozen food

NORTH OF SCOTLAND MILK MARKETING BOARD

R & W SCOTT

Scotchoc

SCOTTISH DAIRY COUNCIL

SCOTTISH MILK MARKETING BOARD

Scottish Pride butter, cattle breeding, milk & cream promotions, UHT milk and cream

TEMPLETON STORES

Supermarkets and stores

WOOLAWAY BUNGALOWS

Standardised housing

United States

Ogilvy & Mather Inc.

2 East 48th Street, New York, N.Y. 10017, Telephone: (212) 688-6100

200 East Randolph Drive, Chicago, Illinois 60601, Telephone: (312) 861-1166

2600 Two Shell Plaza, Houston, Texas 77002, Telephone: (713) 225-1841

5900 Wilshire Blvd., Los Angeles, California 90036, Telephone: (213) 937-7900

120 Green Street, San Francisco, California 94111, Telephone: (415) 981-0950

NEW YORK

ALL AMERICAN SPORTS

AMERICAN EXPRESS

AVON PRODUCTS

BLOCK DRUG

Poli•Grip, Super Poli•Grip, Dentu•Grip
denture adhesives, new product

THE BOWERY SAVINGS BANK

BRITISH TOURIST AUTHORITY

CAMPBELL SOUP COMPANY

Swanson products, Pepperidge Farm
products, canned foods, new products

CESSNA AIRCRAFT COMPANY

Commercial Jet Division

CHESEBROUGH-POND'S

Q-tips cotton swabs, new products

CITY INVESTING

CONSOLIDATED RAIL CORPORATION

COTTON INCORPORATED

CUNARD LINE

EX-LAX

GENERAL CIGAR

Robt. Burns Cigars, Tijuana Smalls

GENERAL FOODS

Maxwell House, Maxwell House Instant,
Maxim, Max-Pax coffees; Shake 'n Bake
seasoned coating mixes; Good Seasons salad
dressing mixes; Open Pit barbecue sauce;
Country Time lemonade flavor drink mix;
Prime, Gaines Meal dog foods; Lean Strips
textured protein strips; Burger Chef
restaurants; Burpee seeds; new products

GLAMORENE PRODUCTS

Glamorene Rug Shampoo, Glamorene
Upholstery Cleaner, Spray 'n Vac, Drain
Power, Steam'n Demon, new products

C.F. HATHAWAY

Men's Shirts

HERSHEY FOODS

Chocolate and Confectionery Division

INCO (INTERNATIONAL NICKEL)

INTERNATIONAL PAPER

INTERNATIONAL PLAYTEX

Instead Bra, new products

S.C. JOHNSON

Favor, Glade, Klear, new products

KLM ROYAL DUTCH AIRLINES

LEVER BROTHERS

Dove beauty bar, Final Touch fabric softener,
Imperial margarines, Aim toothpaste, new
products

LONGINES-WITTNAUER WATCH
COMPANY

Longines, Wittnauer, Jubilee, Atmos Clocks

MENLEY & JAMES

Contac, Contac Jr., Sine-Off Tablets,
Sine-Off Once-A-Day Sinus Spray, A.R.M.
Allergy Relief Medicine, Sea & Ski products,
new products

MERCEDES-BENZ OF NORTH
AMERICA

MERRILL LYNCH

OWENS-CORNING FIBERGLAS

PEPSICO

Monsieur Henri Wines, new products

R.J. REYNOLDS TOBACCO

SEARS, ROEBUCK AND CO.
Junior Fashions, Budget Shop

STEUBEN GLASS

UNION CARBIDE

Prestone II coolant, car care products

UNIROYAL
Tires

UNITED STATES TRUST COMPANY

CHICAGO

BANGOR PUNTA
Cal, Luhrs, O'Day, Ranger, Starcraft boats;
Starcraft, Venture campers; Starcraft mini
motor homes; Starcraft travel trailers

ROBERT BOSCH CORPORATION
Corporate, spark plugs, Blaupunkt radios

NATIONWIDE INSURANCE
COMPANIES

S.C. JOHNSON
Agree, new products

SEARS BANK AND TRUST COMPANY

SEARS, ROEBUCK AND CO.
Corporate, major appliances, home fashions,
color television, credit marketing

THE TORO COMPANY
Outdoor Appliance Division

WASA RYE-KING CO.

HOUSTON

ARMCO STEEL
Corporate

BETTER BUSINESS BUREAU

COOPER INDUSTRIES
Corporate

HOUSTON FIRST SAVINGS
Direct Mail

HOUSTON GRAND OPERA

HOUSTON LIGHTING & POWER
Corporate

PETER LAMBROS & ASSOCIATES

LINBECK CONSTRUCTION

PINE-O-PINE

RAYMOND INTERNATIONAL
Industrial

SHELL CHEMICAL COMPANY

SHELL OIL COMPANY

WOODLANDS DEVELOPMENT
CORPORATION
New Town

LOS ANGELES

BASKIN-ROBBINS
"31 Flavors" Ice Cream Stores

BEAR MOUNTAIN WINERY
M. Lamont table wines

BELL BRAND FOODS
Snack foods

DEL MONTE
New products

FAIRCHILD CAMERA & INSTRUMENT
Digital watches, consumer electronic
products

FAMILY LIFE INSURANCE
Mortgage insurance

GENERAL FOODS
Burger Chef restaurants, cereals, new
products

KOREAN AIR LINES
Passenger travel, cargo

MATTEL
Toys

MCA RECREATION SERVICES
Universal Studio Tour, Yosemite Park

MUNSINGWEAR
Men's apparel

SHELL CHEMICAL
No-Pest Strip, consumer products

STERLING RECREATION
ORGANIZATION
The American Song Festival

U.S. FOREST SERVICE
Conservation

VASSARETTE
Women's apparel

SAN FRANCISCO

BLITZ-WEINHARD
Blitz, Alta, Henry Weinhard beers; Old
English 800 Malt Liquor

MILTON MEYER & CO.
Commercial real estate management

Venezuela

CORPA

Torre Phelps, Piso 3, Plaza Venezuela, Caracas, Telephone: 781.26.22
Camara de Comerico Building, Av. El Milagro, Maracaibo, Telephone: (061) 22.03.31
Saap Building, Office 31, Calle 28 Entre 19y20, Barquisimeto, Telephone: (051) 29.312

CARACAS

AIR FRANCE

ALBERTO CULVER

Shampoos, rinses, conditioners

AMERICAN EXPRESS

Credit Card

BANCO DEL CENTRO CONSOLIDADO

Bank services

BANCO HIPOTECARIO

CONSOLIDADO

Bank services

BANCO HIPOTECARIO DEL CENTRO

Bank services

BANCO MERCANTIL Y AGRÍCOLA

Bank services

BEECHAM

Cosmetics, proprietary drugs

CHESEBROUGH-POND'S

Vaseline, Q-tips

CIGARRERA BIGOTT (BAT)

Cigarettes

CUNARD LINE

ELECTRICIDAD DE CARACAS

Power company

FRICA

Fruit juices

GENERAL ELECTRIC DE VENEZUELA

Corporate

GRANDES MOLINOS DE VENEZUELA

(GRAMOVEN)

Flour mills

GREY'S LICORES

Something Special Whisky

LA INDIA (GENERAL FOODS)

Chocolate, Mañanita (Tang), Kool-Aid, and all products

LA SEGURIDAD

Insurance

LERMA SHOES

Sport shoes

MARAVEN (NATIONALIZED SHELL)

Automotive products, liquid gas, corporate

MOCAMA MILANI (PILLSBURY)

Spaghetti sauces

C.A. MONROE/ROYAL

Adding machines, typewriters

NABISCO

Nabis, new products

PARKER PEN

Writing instruments

PASEO LAS MERCEDES

Shopping center

PETROLEOS DE VENEZUELA

Petroleum company

PLUMROSE

Canned and packed meats

SALTA

Cessna Citation

SANCHEZ

Hardware, industrial equipment

SANDOZ VENEZUELA

Pharmaceutical products

SEVEN-UP

Soft drink

SHELL QUÍMICA

Chemicals, insecticides, household products

SOCIEDAD FINANCIERA MERCANTIL Y AGRÍCOLA

Financial society

TEXTENSA

Fabrics

UNIROYAL

Tires

WANDER
Ovomaltina

YARDLEY OF LONDON
Toiletries and cosmetics

MARACAIBO

BANCO HIPOTECARIO DE LA
VIVIENDA POPULAR
Mortgage banking

BAZAR NORGE
Electrical appliances distributor

CASAS BOULTON
Liquors

ENERGÍA ELÉCTRICA DE VENEZUELA
Electric power

INDUSTRIAS JATÚ
Arrow shirts

LA CASA ELÉCTRICA
Electric appliances store

MAQUIMAT
Industrial equipment

MOBILARTE
Home and office furniture

WESTINGHOUSE
Appliances

BARQUISIMETO

ACO
Car dealer, industrial equipment

BANCO LA GUAIRA INTERNACIONAL
Bank

CASA PROPIA
Savings & loan association

COMDIBAR
Development corporation of the city

COMPLEJO LÁCTEO DE CORO
Dairy products

COMPLEJO MUNICIPAL DEL DISTRITO
IRIBARREN
City Council

ENERGÍA ELÉCTRICA DE
BARQUISIMETO
Electric power

GOBERNACIÓN DEL ESTADO LARA
Governor of the State

POLLOS EN BRASAS
Fast food restaurants

